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EUROPÄISCHE VEREINIGUNG DER LEITENDEN KRANKENHAUSÄRZTE
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DEN EUROPEISKE OVERLEGEFORENING
ASSOCIAÇÃO EUROPEIA DOS MÉDICOS HOSPITALARES
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ΕΒΡΟΠΕΪΣΚΑ ΑΣΟΪΑΪΑΙΑ ΝΑ ΣΤΑΡΣΗΤΕ ΒΟΛΝΗΧΝΗ ΛΕΚΑΡΗ
ASOCIATIA EUROPEANA A MEDICILOR DIN SPITALE**

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European Centre for Disease Prevention and Control (ECDC)
EUROPEAN ANTIBIOTIC AWARENESS DAY

Introduction

The 1st of April the *European Centre for Disease Prevention and Control (ECDC)* held an expert meeting focusing on the *European antibiotic awareness day, EAAD* and the up and coming work of up-dating the [EAAD toolkit](#) on hospital prescribers. During the morning session a representative from WHO held a presentation covering the world antibiotic awareness week and plans for the awareness week of 2016. Representatives from *European Centre for Disease Prevention and Control (ECDC)* held two presentations, the first covering ideas for up-dating the EAAD toolkit on hospital prescribers and the second presentation covered the annual evaluation of the use of the EAAD toolkit on hospital prescribers. During the afternoon session the participants were divided into working groups and discussed ideas for up-dating the toolkit.

Morning session

WHO - World Antibiotic Awareness Week and plans for 2016

Cristiana Salvi, *WHO*, presented World Antibiotic Awareness Week, WAAW activities and WHO plans for 2016. WHO has a partnership with a number of organizations to recognize World Antibiotic Awareness Week, including national ministries of health. Many other agencies, institutions and civil society organizations are also involved in marking the week. WHO has conducted a multi-country survey regarding the knowledge about antibiotic. The survey reveals widespread public misunderstanding about antibiotic resistance, for example: *“Almost two thirds (64 %) of some 10 000 people who were surveyed across 12 countries say they know antibiotic resistance is an issue that could affect them and their families, but how it affects them and what they can do to address it are not well understood. For example, 64 % of respondents believe antibiotics can be used to treat colds and flu despite the fact that antibiotics have no impact on viruses. Close to one third (32 %) of people surveyed believe they should stop taking antibiotics when they feel better, rather than completing the prescribed course of treatment¹”*.

¹ C. Salvi and D. Lo Fo Wong, WHO Regional Office for Europe, *Antibiotics: Awareness Campaigns 2015 Campaign Results* (presented at: Expert input to the EAAD Technical Advisory Committee, Stockholm, 1st April 2016) and <http://www.euro.who.int/en/health-topics/disease-prevention/antimicrobial-resistance>

World Antibiotic Awareness Week 2016

The week will be taking place: 14-20 November 2016. Focus on the UN general assembly, UNGA, in September 2016 (whole-of-government approach). No resolution will be needed as the Global Action Plan institutionalizes WAAW².

Update of the EAAD toolkit on hospital prescribers

Giovanni Mancarella and Dominique L. Monnet, *European Centre for Disease Prevention and Control (ECDC)* introduced the plan for the update of the EAAD toolkit on hospital prescribers. There is still a need to support prudent antibiotic use campaigns in hospital settings, by updating the current material.

Today the following is included in the current EAAD hospital prescriber [toolkit](#):

Basic tools

- Key messages
- Campaign slogans
- Hedgehog visuals

Template materials for hospital prescribers and management

- Factsheet
- Presentation
- Screen saver

Template materials for prescribers

- Checklist
- Prototype advertorial
- Prototype online banner

Template materials for hospital management

- Template letter

The ECDC will take the approach in line with previous ECDC toolkit updates i.e. building on the current key messages, refresh design, assess current target audience prioritisation, additional material, improve social media usage, consider training needs and dissemination³.

ECDC – European Antibiotic Awareness Day and evaluation

Andrea Nilsson, *European Centre for Disease Prevention and Control (ECDC)* presented the annual evaluation of the use of the EAAD toolkit on hospital prescribers in the past 5 years.

² C. Salvi and D. Lo Fo Wong, WHO Regional Office for Europe, *Antibiotics: Awareness Campaigns 2015 Campaign Results* (presented at: Expert input to the EAAD Technical Advisory Committee, Stockholm, 1st April 2016)

³ G. Mancarella and D. L. Monnet. *Introducing the plan for the update of the EAAD toolkit on hospital prescribers* (presented at: Expert input to the EAAD Technical Advisory Committee, Stockholm, 1st April 2016)

Annual evaluation questionnaire

Each year an evaluation questionnaire is sent to all countries participating in the European Antibiotic Awareness Day. It includes questions about the activities carried out as part of their communication campaigns, as well as feedback on several outputs developed by ECDC over time. Between 2010 and 2014, questions about activities and materials used targeting hospital prescribers were included. In addition, since 2011, the countries were asked about the challenges and opportunities posed by this particular group.

Result

A large number of countries that have organised at least one activity targeting hospital prescribers between 2010 and 2014.

Number of countries that have organised activities targeting hospital prescribers:

2010: 31/31 (100%)

2011: 28/31 (90%)

2012: 30/37 (81%)

2013: 34/35 (97%)

2014: 25/36 (69%)

Main activities targeting hospital prescribers over the years have been:

- Scientific professional conferences
- Mailing
- Communication on treatment recommendations
- Advertisements
- Distribution of brochures of other materials
- Publication of articles in medical journals
- Training

Other activities targeting hospital prescribers:

- Media activities
- Web-based activities
- Documents
- Events
- Training
- Audio-visuals
- Other

Challenges and opportunities

From the result from the annual evaluation questionnaire the ECDC has identified a number of challenges and opportunities regarding reaching hospital prescribers, for example:

- Lack of antibiotic stewardship programmes/teams in hospitals.
- Strong need for guidelines on antibiotic use and improved hospital practices, as well as for legislative changes and hospital policies.
- The diversity of the target audience is also seen as a challenge.

- There is no direct mechanism to reach them.
- Introducing antibiotic stewardship and educational programmes in hospitals.
- Providing scientifically and factually based information about antibiotic consumption, bacterial resistance and efficacy of antibiotics in different formats which is useful in their everyday practice.
- Other: information days on EAAD, interactive training, elaborating/implementing basic hygiene procedures/campaigns, development of guidelines, events with pharmacist⁴.

Afternoon session

During the afternoon session the participants of the meeting were divided into working groups and discussed ideas for up-dating the toolkit. The discussion focused on the content and the format/design of the toolkit, the possibilities addressing additional groups within the target audience, whether new web based materials should be considered and if social media can be used to reach target audience and whether infection control should be part of the new toolkit. One rapporteur from each group took notes and presented the group findings for the participants of the meeting.

Participants

First name	Surname	Organisation
Jose Luis	Cobos	EFN
Oliver	Dyar	ESGAP/ESCMID
Tajda	Gala	EAHP
Herman	Goossens	Belgium
Emma	Larsson	AEMH
Alain	Lepape	ESICM
Clodna	McNulty	United Kingdom
Chanel	Watson	EFN
Walter	Zingg	United Kingdom
Christopher	Gadd	EMA
Cristiana	Salvi	WHO Europe
Giovanni	Mancarella	ECDC
Dominique	Monnet	ECDC
Paulina	Nakielny	ECDC
Andrea	Nilsson	ECDC
Egle	Obcarskaite	ECDC
Marybelle	Stryk	ECDC
Boyana	Todorova	ECDC

⁴ A. Nilsson. *Toolkit uptake and activities organised in EU/EAAD countries targeting hospital prescribers – EAAD evaluation questionnaire 2010 to 2014* (presented at: Expert input to the EAAD Technical Advisory Committee, Stockholm, 1st April 2016)