



**BECOME AN
ANTIBIOTIC
GUARDIAN**

RESOURCES TOOLKIT FOR HEALTHCARE PROFESSIONALS IN ENGLAND

**FOR
WORLD ANTIBIOTIC AWARENESS WEEK &
EUROPEAN ANTIBIOTIC AWARENESS DAY**

Keep  Working

**WORLD ANTIBIOTIC
AWARENESS WEEK**



**EUROPEAN
ANTIBIOTIC
AWARENESS DAY**

A European Health Initiative



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All resources and materials are available:

<http://bit.ly/eaad-resources>

Materials for download are available:

<https://app.box.com/s/9jq51dsf8pb9lbijyeryha73zl4dhdqx>



CAMPAIGN SUMMARY

Antimicrobial resistance threatens the future of healthcare.

In 2014, Public Health England (PHE) developed the **Antibiotic Guardian campaign** and associated resources to provide educational resources to help **tackle antimicrobial resistance** in the UK. This was in collaboration with the Department of Health, Veterinary Medicines Directorate (VMD), the Devolved Administrations, Local Government and Professional Organisations

In 2017, PHE launched a national campaign '**Keep Antibiotics Working**' across England to support the government's efforts to reduce inappropriate prescriptions for antibiotics by raising awareness of the issue of antibiotic resistance and reducing demand from the public using TV, radio and social media. Keep Antibiotics Working (KAW) raises awareness of antibiotic resistance amongst the general public and encourages greater trust in the advice from healthcare professionals when it comes to whether consumers need antibiotics or not.

European Antibiotic Awareness Day (EAAD) is a public health initiative aimed at encouraging responsible use of antibiotics held on **18 November** every year. In 2018, World Antibiotic Awareness Week (WAAW) will take place from **12 to 18 November**

Antibiotic Guardian, EAAD and WAAW support the aims of [the UK 5 Year Antimicrobial Resistance Strategy 2013 to 2018](#), which focuses on antibiotics and sets out actions to slow the development and spread of antimicrobial resistance. The impact/evaluation study of Antibiotic Guardian demonstrated that the campaign increased commitment to tackling AMR in both healthcare professional and member of the public, increased self-reported knowledge and changed self-reported behaviour particularly among people with prior AMR awareness.¹

The NHS, local authorities, professional bodies/organisations, universities/educators and others are asked to support Antibiotic Guardian, EAAD and WAAW which can make a significant impact locally and nationally

You are invited to register your organisation's planned activities for EAAD:

<http://antibioticguardian.com/organisations/>



WHY IS TACKLING ANTIMICROBIAL RESISTANCE IMPORTANT?



WHO IS PRESCRIBING?



General practice



Hospital inpatients



Hospital outpatients



Dental practices



Other community settings

EUROPE



25,000

people die each year

as a result of hospital infections caused by

5 key
resistant
bacteria



GLOBAL

A failure to address the problem of
antibiotic resistance could result in:



10m
deaths
by 2050

Costing
£66
trillion

Keep Antibiotics Working

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KEEP ANTIBIOTICS WORKING AND ANTIBIOTIC GUARDIAN CAMPAIGNS

In 2017, the **Keep Antibiotics Working (KAW)** unifying brand was established, bringing together the purpose and credibility of the Antibiotic Guardian Programme with the scale and recognition of the nationwide KAW consumer campaign.



Keep  Antibiotics Working

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EVALUATION OF ANTIBIOTIC GUARDIAN

Evaluation of the antibiotic guardian campaign highlighted that it is an effective for increasing knowledge and changing behaviour (self reported) particularly among members of public – peer reviewed publications

[Evaluation and activities overview](#) slides provide an opportunity to view antibiotic awareness activities over the last few years.

Click on images for access to documents



WORLD ANTIBIOTIC AWARENESS WEEK, EUROPEAN ANTIBIOTIC AWARENESS DAY AND ANTIBIOTIC GUARDIAN 2017 EVALUATION



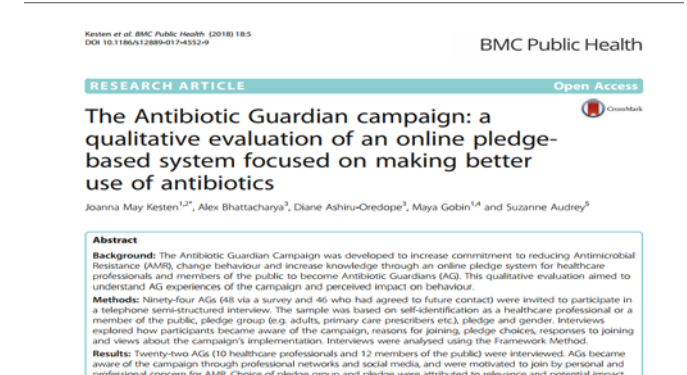
Chaintarli et al. BMC Public Health (2016) 16:393
DOI 10.1186/s12889-016-3057-2

BMC Public Health

RESEARCH ARTICLE Open Access

Impact of a United Kingdom-wide campaign to tackle antimicrobial resistance on self-reported knowledge and behaviour change

Katerina Chaintarli^{1,2*}, Suzanne M. Ingle², Alex Bhattacharya³, Diane Ashiru-Oredope³, Isabel Oliver^{1,2} and Maya Gobin^{1,2}



ANTIBIOTIC GUARDIAN

WHAT CAN OUR ORGANISATION DO FOR WAAW?

Register your organisation's planned local activities by 01 November via the Antibiotic Guardian website (organisational AG) (this will take less than five minutes). <http://antibioticguardian.com/organisations/>

Use [the resources toolkit](#)

Forward WAAW/EAAD letter to those on the copy (cc) list in your organisation

Encourage colleagues/members to join almost 50,000 individuals who have personally pledged an action to help to tackle antimicrobial resistance by choosing an organisation pledge at the Antibiotic Guardian website

Get creative ideas via the shared learning pages on the Antibiotic Guardian website that highlight recent local and regional projects/campaigns on AMR that were peer-reviewed and shortlisted for the 2018 Antibiotic Guardian awards.

Comms activities to consider – Comms approach presentation (PHE Comms)

- use social media: use your professional and/or organisation's social media (Facebook, Twitter) channels to engage and promote key messages on AMR throughout the winter season using #AntibioticGuardian
- use ESPAUR data for local press activity
- demonstrate the impact of resistance – source case studies who have been impacted by resistance
- engage with local spokespeople who can help to communicate about resistance and bring the issue to life

WHAT CAN MY COLLEAGUES AND I DO TO MAKE A DIFFERENCE?

Share your own pledge on social media using **#AntibioticGuardian** and encourage others who pledge to do the same


Support the PHE National AMR Campaign for the public by displaying leaflets or through social media.



YOU CAN ALSO IMPROVE YOUR KNOWLEDGE ON ANTIMICROBIAL RESISTANCE BY COMPLETING THIS 30 MINUTE BASIC E-LEARNING

Complete this e-learning module and share the link which is freely available with colleagues.

<http://www.e-lfh.org.uk/programmes/antimicrobial-resistance/>




e-Learning for Healthcare

An extraordinary project
in terms of breadth and
skill of content

e-Learning Age -
Judges citation

Register Log in



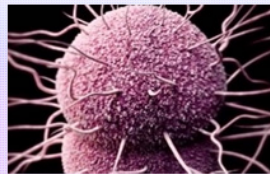
Health Education England

Home Programmes About Latest News Support Demo Contact Us

search...

Reducing Antimicrobial Resistance

An e-learning package to support staff in understanding the threats posed by antimicrobial resistance



Menu

- ☒ Antimicrobial Resistance
- ☐ Resources for all staff working in health and social care
- ☐ Resources for all staff working in primary care (including GPs)
- ☐ Meet the team
- ☐ Open access session
- ☐ How to access

Antimicrobial Resistance


The Antimicrobial Resistance programme has been designed to support all health and social care staff – both clinical and non-clinical - in a variety of settings to understand the threats posed by antimicrobial resistance, and ways they can help to tackle this major health issue. This programme has been developed by Health Education England in collaboration with Public Health England and NHS England.

Antibiotic (antimicrobial) resistance poses a major threat to everyday life and modern day medicine where lives could be lost as a result of antibiotics not working as they should. All health and social care staff, as well as the public, have a very important role in preserving the power of antibiotics and in controlling and preventing the spread of infections.

This programme consists of an [e-learning session](#) entitled 'Reducing Antimicrobial Resistance: An Introduction' aimed at all health and social care staff, and a myriad of resources to support awareness and education of clinical staff on antimicrobial resistance in different care settings.

The aims of these resources are to help health and social care staff:

In partnership with



Health Education England

VIEW YOUR AMR LOCAL INDICATORS

Antibiotic Guardians per 100,000 population per calendar year by CCGs 2017

Crude rate - per 100,000

Area	Count	Value	95% Lower CI	95% Upper CI
England	11,441	20.7	-	-
Central Midlands NHS region	1,233	27.0	-	-
NHS Luton CCG	227	105.7	-	-
NHS Leicester City CCG	204	59.5	-	-
NHS East And North Hertfo...	207	37.0	-	-
NHS East Leicestershire A...	109	33.4	-	-
NHS Herts Valleys CCG	142	24.1	-	-
NHS South West Lincolnshi...	28	22.5	-	-
NHS Lincolnshire West CCG	44	18.8	-	-
NHS Nene CCG	109	17.0	-	-
NHS Milton Keynes CCG	45	16.8	-	-
NHS Lincolnshire East CCG	25	10.8	-	-
NHS West Leicestershire C...	40	10.3	-	-
NHS South Lincolnshire CC...	15	10.3	-	-
NHS Bedfordshire CCG	35	7.9	-	-
NHS Corby CCG	3	4.5	-	-

Source: Antibiotic Guardian counts and postcodes are extracted from www.antibioticguardian.com and include all healthcare professional, public and education sector pledges. Population estimates are based on ONS mid-year estimates.

AMR Indicators contain a selection of data on AMR and HCAI related indicators. These data include trends for antibiotic prescribing in primary care and HCAI in acute NHS Trusts.

Available on:

<http://fingertips.phe.org.uk/profile/amr-local-indicators>.

An example of one region is shown to the left.



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Keep **Antibiotics** Working

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KEEPING ANTIBIOTICS WORKING (KAW) CAMPAIGN



**Taking
ANTIBIOTICS
when you don't
need them puts
you and your
family at risk**



**TAKE YOUR
NURSE'S ADVICE**

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It is estimated that 5,000 deaths are caused every year in England because antibiotics no longer work for some infections and this figure is expected to rise.

Antibiotics help ward off infections during chemotherapy, caesarean sections and other surgery.

The campaign supports health care professionals by boosting support for alternatives to prescribing antibiotics.

TV, radio and social media is utilised to provide a broad reach in promoting the campaign.

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KEEPING ANTIBIOTICS WORKING (KAW) CONSUMER CAMPAIGN

Key audiences:

- women aged 20-45, who have primary responsibility for family health across SEG groups
- older men and women aged 50+, with a focus on those with recurrent conditions and high levels of contact with GPs



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KEEPING ANTIBIOTICS WORKING (KAW) CALL TO ACTION – TAKE YOUR HEALTH PROFESSIONAL'S ADVICE


Leaflets and posters are available for healthcare settings including GP surgeries and pharmacists. Resources are also available free to healthcare professionals and are available from the [PHE campaign resource centre](#)

'Take your nurse's advice'

'Take your midwife's advice'



**WHEN IT COMES TO ANTIBIOTICS,
TAKE YOUR DOCTOR'S ADVICE**

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WEB BANNERS AND SCREENS



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ANTIBIOTIC AWARENESS RESOURCES

There are a number of antibiotic awareness resources available for you to use to promote your local campaign: for you to use to promote your local campaign: <https://www.gov.uk/government/collections/european-antibiotic-awareness-day-resources>

The pack contains **highlights** of the resources available to help support local initiatives and activities to raise public and professional awareness on antibiotic resistance. The resources include posters, leaflets, crosswords and quizzes. Some resources are provided in Word or PowerPoint and can be modified to include your logo. Download from - <http://bit.ly/eaad-resources>

The resources can be printed **via locally selected printing companies**.

It is suggested that the resources provided are:

- exhibited at a staffed display in your organisation, and/or
- distributed to healthcare professionals via staff rooms, e-mails, bulletins, or perhaps as an integrated part of your organisation's continued professional development programme
- used on social media
- we welcome other ideas which may enhance engagement with the public, please share them with us during your WAAW/EAAD 2018 registration

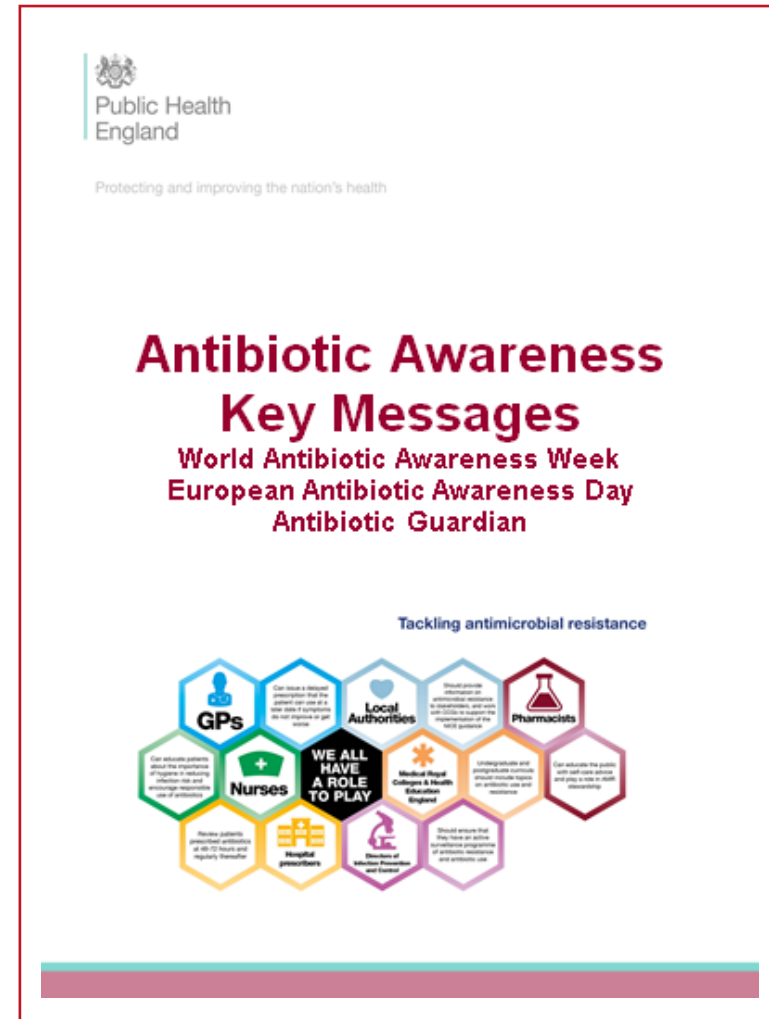
Please register your organisations planned activities for EAAD: <http://antibioticguardian.com/organisations/>

Registered activities will be included in the EAAD 2018 Activities Overview.

KEY MESSAGES

This document contains the key messages for European Antibiotic Awareness Day with specific sections for:

- public/patients
- animal keepers/pet owners
- prescribers (human and animal health)



YOUTUBE VIDEO

WHAT IS ANTIMICROBIAL RESISTANCE? <https://www.youtube.com/watch?v=HN5ultN7JaM>

PHE produced a short 2 minute YouTube video to help explain what antibiotic resistance is and some simple actions they can take to help make a personal impact on preventing the spread of antibiotic resistance. Please share the educational video with others.



Step 1: Don't demand antibiotics. Ask a pharmacist how to treat your symptoms.

Step 2: Take antibiotics exactly as prescribed. Never save them for later, never give them to someone else.

Step 3: Spread the word.

QUICK INDIVIDUAL ACTIONS - ALL

Become an Antibiotic Guardian at www.antibioticguardian.com and share via social media channels (if you have them).

Print and display your Antibiotic Guardian certificate.

Add the Antibiotic Guardian email banner to your e-signature (instructions on how to do this are at the end of the toolkit).

Digital promotion - personally use and send to comms leads of organisation.

For social media, please include the hashtag **#AntibioticGuardian**. Tweetable graphics or messages can be downloaded from <https://app.box.com/s/h7lwxct3p2m9payxsa9o8d6nmy961r1b>.

Directly encourage 2-5 friends and/or family to visit the antibiotic guardian website to become Antibiotic Guardians.

Send this toolkit to colleagues and other healthcare professionals.

Share the crosswords, quizzes and information leaflet.

Lead a local promotional campaign.



QUICK INDIVIDUAL ACTIONS - HCPs

Become an Antibiotic Guardian, print and display your certificate.

Present at recent antibiotic related audits to colleagues.

Take the challenge crossword and give to your colleagues.

Try the Antibiotic Guardian Quiz and encourage patients to take it.

<https://surveys.phe.org.uk/antibioticquiz>

Provide secondary care prescribers with SSTF checklist (where applicable).

Promote the national antimicrobial stewardship toolkits: click to access [TARGET](#) and [Start Smart then Focus](#)).

Share the blog 10 reasons you should be worried about antibiotic resistance: <http://bit.ly/11fB4ck> with colleagues and patients.

Ask the Comms lead of your organisation to request a Comms pack via socialmedia@phe.gov.uk.



POSTERS: PUBLIC

CENTRAL POSTER

There are five posters. The ones in the image below can be printed as large as A2 and work as centrepiece displays.

Both are provided in PowerPoint format. Other posters can be printed as A4 or A3

EUROPEAN ANTIBIOTIC AWARENESS DAY

18 NOVEMBER

ANTIBIOTIC GUARDIAN AND EAAD ARE SUPPORTED BY:

Insert organisation logo here.



ANTIBIOTIC GUARDIAN

Keep Antibiotics Working


EUROPEAN ANTIBIOTIC AWARENESS DAY




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CHOOSE A PLEDGE AND JOIN THE ANTIBIOTIC GUARDIANS. RALLY TOGETHER AT [ANTIBIOTICGUARDIAN.COM](https://antibioticguardian.com)

EUROPEAN ANTIBIOTIC AWARENESS DAY




18 NOVEMBER



ANTIBIOTIC GUARDIAN

Keep Antibiotics Working

Developed by



Public Health England

What is antibiotic resistance?

- when microbes adapt and develop a way to protect themselves from being killed by antibiotics
- microbes are more likely to develop resistance when antibiotics are overused or not used as prescribed

Why is it a problem?

- infections caused by antibiotic resistant bacteria are more difficult to treat leading to increased levels of disease and death and longer hospital stays
- operations like bone, heart or bowel surgery, and treatments like chemotherapy all require antibiotics to be successful; if our antibiotics do not work these procedures will become impossible without risk of infection

What can I do?

- become an Antibiotic Guardian by choosing a pledge to undertake a simple action that can help prevent the development and spread of antibiotic resistance

YOUR ACTIONS PROTECT ANTIBIOTICS. RALLY TOGETHER AT [ANTIBIOTICGUARDIAN.COM](https://antibioticguardian.com)

Keep Antibiotics Working

WORLD ANTIBIOTIC AWARENESS WEEK



POSTERS: PUBLIC



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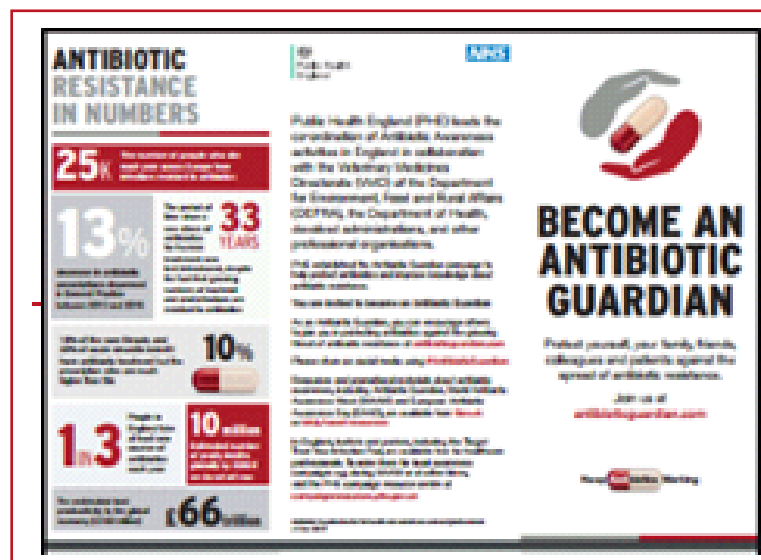
LEAFLETS: HEALTHCARE WORKERS & ENGAGED PUBLIC

INFOGRAPHIC LEAFLET

The A4 3-fold leaflet which gives key facts on antibiotic resistance and encourages healthcare workers and engaged members of the public to make antibiotic guardian pledges at:

www.antibioticguardian.com

[Click here to download the leaflet](#)



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LEAFLETS: PUBLIC

INFOGRAPHIC LEAFLET

The A4 3-fold leaflet which gives key facts on antibiotic resistance and encourages members of the public to make antibiotic guardian pledges at: www.antibioticguardian.com.




Taking ANTIBIOTICS when you don't need them puts you and your family at risk



Taking antibiotics encourages harmful bacteria that live inside you to become resistant. That means that antibiotics may not work when you really need them. This puts you and your family at risk of a more severe or longer illness.

Take your doctor or nurse's advice when it comes to antibiotics.

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No one likes being sick and it's especially upsetting when your child is ill.

REMEMBER IF YOU'RE FEELING UNWELL ANTIBIOTICS AREN'T ALWAYS NEEDED

How to look after yourself and your family:
If you or a family member are feeling unwell, have a cold or flu and you haven't been prescribed antibiotics, here are some effective self-care ways to help you feel better:

- Ask your pharmacist to recommend medicines to help with symptoms or pain.
- Get plenty of rest.
- Make sure you or your child drink enough to avoid feeling thirsty.
- Fever is a sign that the body is fighting infection and most fevers will get better on their own. Use paracetamol if you or your child are feeling uncomfortable.
- Make sure to use a tissue for your nose and wash your hands frequently to avoid spreading your infection to family and friends.

How long should you wait?

Here are a few guidelines to help you judge how long some common illnesses and symptoms should last for:

Common illnesses	Most people are better by
Earache (middle ear infection)	8 days
Sore throat	7-8 days
Sinusitis (adults only)	14-21 days
Cold	14 days
Cough or bronchitis	21 days

If you're not starting to improve by these guide times, or feel a lot worse, contact your GP or call 111.

These symptoms are possible signs of serious illness and should be assessed urgently:

- If you develop a severe headache and are sick.
- If your skin is very cold or has a strange colour, or you develop an unusual rash.
- If you feel confused or have slurred speech or are very drowsy.
- If you have difficulty breathing. Signs that suggest breathing problems can include:
 - breathing quickly
 - turning blue around the lips and the skin below the mouth
 - skin between or above the ribs getting sucked or pulled in with every breath.
- If you develop chest pain.
- If you have difficulty swallowing or are drooling.
- If you cough up blood.

Go to Accident & Emergency (A&E) immediately or call 999

For more information visit nhs.co.uk/keepantibioticsworking


WHEN ANTIBIOTICS ARE NEEDED

Antibiotics are needed for serious bacterial infections including:

- Sepsis
- Pneumonia
- Urinary tract infections
- Sexually transmitted infections like gonorrhoea
- Meningococcal meningitis

If you're worried, speak to a doctor who will be able to advise you on the best treatment for your symptoms.

For more information on antibiotics visit nhs.co.uk/keepantibioticsworking



Become an Antibiotic Guardian and protect yourself, your family and friends against the spread of antibiotic resistance

Join us at antibioticguardian.com




LETTERS

Each year letters are written to inform about antibiotic awareness campaigns and request organisations to [register their activities](#) with PHE, these letters are published online;

In 2018, letters signed by the CMO, CPO, CNO, CDO, NHS Director of Patient Safety, CEOs of PHE and HEE were written to:

- NHS: Primary Care
- NHS: Secondary Care
- Local Authority
- Professional Organisations
- Universities

[The letters can be found here.](#)



To: Heads of Medicines Optimisation
Director of Quality
Accountable Officer

Cc: CCG Clinical Leads Pharmaceutical
Advisers Communication Leads
Chief Clinical Officers, CCGs

PHE Gateway Number:
NHS England Publications Gateway Reference:

20 October 2018

Dear Colleague

Thank you for your ongoing commitment to tackling antimicrobial resistance (AMR) and reducing drug resistant infections. Healthcare [staff in CCGs have](#) a key role to play in the drive to prevent serious infections and reduce inappropriate antibiotic use. The purpose of this letter is to draw your attention to forthcoming awareness weeks and actions you and colleagues can take.

In England there have been measurable improvements in antibiotic prescribing over the last 5 years with reductions in overall primary care prescribing and shifts from broad to narrow spectrum antibiotics in secondary care. However, we have seen a continued rise in bloodstream infections with microbiology laboratories reporting increased antibiotic resistance.

You will be aware of the national ambitions in support of our drive to tackle AMR for both human and animal health and underpinned by a drive for innovation, improved surveillance and adoption of timely, patient-centred, cost-effective diagnostics;

- To halve Gram-negative HCAI bloodstream infections by 2020/ 21
- To halve inappropriate prescribing in humans by 2020/21
- To reduce antibiotic use in animals to 50mg/kg by 2018

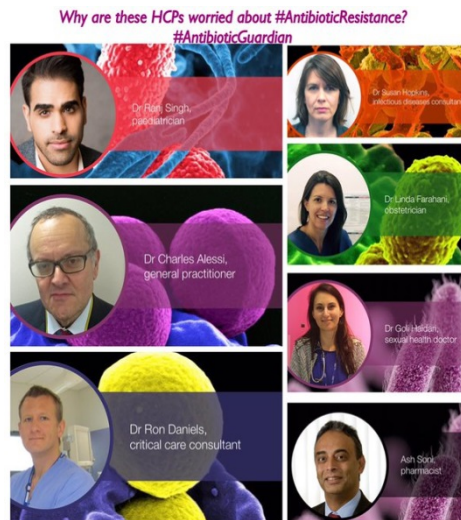
Ensuring that we protect the effectiveness of our existing antibiotics and engaging with



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BLOGS

There are a range of blog posts on Antimicrobial resistance that can be shared with others or used to develop own materials, training or blog. <https://publichealthmatters.blog.gov.uk/category/priority3/antimicrobial-resistance/>



SOCIAL MEDIA IMAGES

To obtain the images and other messages for use on social media, download from <https://app.box.com/s/h7lwxct3p2m9payxsa9o8d6nmy961r1b>.

They can also be shared from PHE Social media platforms: Twitter: https://twitter.com/PHE_uk Facebook: www.facebook.com/PublicHealthEngland

Pledge to become an **ANTIBIOTIC GUARDIAN** and select the simple action you can take which will protect our antibiotics.



10 million people could die every year, by 2050, due to drug resistant infections.

Take **ANTIBIOTICS** exactly as prescribed, never save them for later, never share them with others.



WORLD ANTIBIOTIC AWARENESS WEEK



SOCIAL MEDIA SUPPORT: SUGGESTED TWITTER POSTS

You may wish to use the attached key messages document to create your own social media posts, or you could simply use the messages below (preferably regularly) from now until European Antibiotic Awareness Day in November.

Please include **#AntibioticGuardian**

Antibiotic resistance is one of the biggest threats facing us today. You can help by becoming an #AntibioticGuardian <http://bit.ly/ABGuardian>

Know your numbers – data on rates of infection across the country is available on PHE's Fingertips site <http://bit.ly/2xK9BnF>

We're supporting the #AntibioticGuardian campaign to save some of our most precious medicines. Sign up here: <http://bit.ly/ABGuardian>

Visit the e-Bug website <http://www.e-bug.eu/> to access materials and guidance on promoting handwashing in schools

Help save our antibiotics: Watch this video <http://youtu.be/7PhmyNBWGik> then sign up to be an #AntibioticGuardian <http://bit.ly/ABGuardian>

Antibiotic resistance is one of the biggest threats facing us today #AntibioticGuardian <http://bit.ly/ABGuardian>

We risk losing some of our most precious medicines unless we work together. Sign up to be an #AntibioticGuardian: <http://bit.ly/ABGuardian>

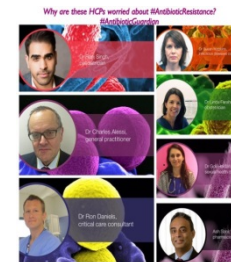
#AntibioticGuardian: Please retweet, sign up & save our #antibiotics <http://bit.ly/ABGuardian>

SOCIAL MEDIA SUPPORT: SUGGESTED TWITTER POSTS (CONTD)

10 reasons you should be worried about antibiotic resistance:
<http://bit.ly/11fB4ck> #AntibioticGuardian (add image e.g.)



7 health professionals share their antibiotic resistance fears :
<http://bit.ly/1MPyY9M> #AntibioticGuardian



We must fight back against bacteria to save our antibiotics:
<http://bit.ly/1LYLNes> #AntibioticGuardian



7 more reasons YOU should be worried about antibiotic resistance:
<http://bit.ly/1PzJAdt> #AntibioticGuardian



SOCIAL MEDIA SUPPORT: SUGGESTED FACEBOOK POSTS

Antibiotic resistance is one of the biggest threats facing us today – if we don't work together and take action we risk losing some of our most precious medicines. You can help by becoming an #AntibioticGuardian <http://bit.ly/ABGuardian>

What is antibiotic resistance and why is it a problem? Watch this video to find out then sign up to become an #AntibioticGuardian <http://youtu.be/7PhmyNBWGik>

Did you know that antibiotic resistance is one of the biggest threats facing us today? Here are 10 reasons you should be worried about it: <http://bit.ly/11fB4ck>

"I need antibiotics that work"- 7 health professionals share their antibiotic resistance fears #AntibioticGuardian <http://bit.ly/1MPyY9M>

All campaign graphics can be uploaded to support these posts



INTRANET OR WEB ARTICLE COPY: amend/use as necessary

Help tackle antibiotic resistance (121 words)

Antibiotic resistance is one of the biggest threats facing us today and the overuse or misuse of antibiotics is making the problem worse. Without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, transplants, even chemotherapy all rely on access to antibiotics that work. To slow resistance we need to cut the use of unnecessary antibiotics.

Antibiotic Guardian is a campaign run by Public Health England and a range of partners. Health professionals, health leaders and those who work with, own or treat animals are being encouraged to visit www.antibioticguardian.com and choose a pledge that they can fulfil and play their part in protecting some of our most precious medicines.

Become an antibiotic guardian (75 words)

Antibiotic resistance is one of the biggest threats facing us today. Without effective antibiotics many routine treatments will become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy all rely on access to antibiotics that work. You can play your part by becoming an antibiotic guardian and choosing one simple pledge about how you'll make better use of antibiotics and help stop these vital medicines from becoming obsolete. Visit: www.antibioticguardian.com

Have you heard of antibiotic resistance? (30 words)

It's one of the biggest threats facing us - we risk losing some of our most precious medicines. Visit www.antibioticguardian.com to find out more.

CROSSWORDS

The pack contains two crosswords for sharing. The crossword will build public awareness of how to correctly use antibiotics. The challenge crossword is suitable for both the public and healthcare professionals



QUIZZES

The pack contains 5 quizzes . There are quizzes for both the public and healthcare professionals. The professional quizzes have a large bank of questions for you to pick and choose if you wish to adapt and create your own. Examples below:



ANTIBIOTICS & INFECTION PREVENTION

HOW MUCH DO YOU KNOW? TRY OUR QUIZ FOR PHARMACY AND LAB STAFF

Are the following statements True or False?

- | | | |
|---|---|--------------|
| 1 | Gentamicin dosing is based on actual body weight so obese patients will need a significantly higher dose than lean patients | True / False |
| 2 | IV Flucloxacillin plus IV vancomycin is a useful combination to treat a patient with MRSA bacteraemia | True / False |



THE ANTIBIOTIC GUARDIAN QUIZ

Winter is coming...

- 1. Antibiotics are not effective against coughs, colds, flu and most sore throats...**
 - A. since these are mostly caused by viruses, which antibiotics do not work against
 - B. but antibiotics sometimes work against viruses, so I should take them just in case
 - C. however antibiotics work against everything
- 2. When I have a cough, cold or sore throat, I should...**
 - A. book an appointment with my GP for all mild symptoms or illness
 - B. seek immediate emergency medical attention
 - C. check with a pharmacist about how to treat my symptoms
- 3. There are lots of colds going around. I've been told taking antibiotics 'just in case' can drive up the number of drug-resistant infections, but...**
 - A. taking antibiotics when you don't need to allows bacteria to develop a resistance to the antibiotic
 - B. only older people can get drug-resistant infections
 - C. taking antibiotics will help build up your defences and stop you getting a cold in the first place

The general antibiotic guardian quiz is available to print and as an online quiz:



THE ANTIBIOTIC GUARDIAN QUIZ

Winter is coming...

1. **Antibiotics are not effective against coughs, colds, flu and most sore throats...**
 - A. since these are mostly caused by viruses, which antibiotics do not work against
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 - A. book an appointment with my GP for all mild symptoms or illness
 - B. seek immediate emergency medical attention
 - C. check with a pharmacist about how to treat my symptoms
3. **There are lots of colds going around. I've been told taking antibiotics 'just in case' can drive up the number of drug-resistant infections, but...**
 - A. taking antibiotics when you don't need to allows bacteria to develop a resistance to the antibiotic
 - B. only older people can get drug-resistant infections
 - C. taking antibiotics will help build up your defences and stop you getting a cold in the first place

Online quiz via

<https://surveys.phe.org.uk/antibioticquiz>

Download quiz via:

<https://www.gov.uk/government/publications/european-antibiotic-awareness-day-quizzes-and-crosswords>

RESOURCES: PROFESSIONALS

PRESCRIBERS CHECKLIST

The secondary care checklist provides practical advice on how to treat infections in a responsible way with regards to antibiotic resistance. [Click here to download](#)



START SMART:


- ☐ do not start antimicrobial therapy unless there is clear evidence of infection
- ☐ take a thorough drug allergy history
- ☐ initiate prompt effective antibiotic treatment within one hour of diagnosis (or as soon as possible) in patients with severe sepsis or life-threatening infections. Avoid inappropriate use of broad-spectrum antibiotics
- ☐ comply with local antimicrobial prescribing guidance
- ☐ document clinical indication (and disease severity if appropriate), drug name, dose and route on drug chart and in clinical notes

RESOURCES: PROFESSIONALS


TREATING YOUR INFECTION LEAFLET – RTI

A leaflet for health professionals working in primary care to use when provide advice to patients. The leaflet provides practical advice on how to treat symptoms of common self limiting infections and warning signs for serious illness.

[Click here to download the leaflet](#)



TREATING YOUR INFECTION - RESPIRATORY TRACT INFECTION (RTI)



Patient name

It is recommended that you self-care ☐


Your infection	Most are better by	How to look after yourself and your family	When to get help
Middle-ear infection	8 days	<ul style="list-style-type: none">Have plenty of rest.Drink enough fluids to avoid feeling thirsty.Ask your local pharmacist to recommend medicines to help your symptoms or pain (or both).Fever is a sign the body is fighting the infection and usually gets better by itself in most cases. You can use paracetamol if you or your child are uncomfortable as a result of a fever.	<p>The following are possible signs of serious illness and should be assessed urgently:</p> <ol style="list-style-type: none">If your skin is very cold or has a strange colour, or you develop an unusual rash.If you feel confused or have slurred speech or are very drowsy.If you have difficulty breathing. Signs that suggest breathing problems can include:<ul style="list-style-type: none">breathing quicklyturning blue around the lips and the skin below the mouthskin between or above the ribs getting sucked or pulled in with every breath.If you develop a severe headache and are sick.If you develop chest pain.If you have difficulty swallowing or are drooling.If you cough up blood.If you are feeling a lot worse. <p>If you or your child has any of these symptoms, are getting worse or are sicker than you would expect (even if your/their temperature falls), trust your instincts and seek medical advice urgently from NHS 111 or your GP. If a child under the age of 5 has any of symptoms 1-3 go to A&E immediately or call 999.</p> <p>Less serious signs that can usually wait until the next available appointment:</p> <ol style="list-style-type: none">If you are not starting to improve a little by the time given in the 'Most are better by' column.In children with middle-ear infection: if fluid is coming out of their ears or if they have new deafness.Mild side effects such as diarrhoea, however seek medical attention if you're concerned.Other <input type="text"/>
Sore throat	7-8 days	<ul style="list-style-type: none">Use a tissue and wash your hands well to help prevent spread of your infection to your family, friends and others you meet.Other things you can do suggested by GP or nurse: <input type="text"/>	
Sinusitis	14-21 days	<input type="text"/>	
Common cold	14 days	<input type="text"/>	
Cough or bronchitis	21 days	<input type="text"/>	
Other infection: <input type="text"/>	<input type="text"/> days	<input type="text"/>	

Back-up antibiotic prescription to be collected after days only if you are not starting to feel a little better or you feel worse.

Collect from: ☐ Pharmacy ☐ General practice reception ☐ GP, nurse, other

- Colds, most coughs, sinusitis, ear infections, sore throats, and other infections often get better without antibiotics, as your body can usually fight these infections on its own.
- Taking antibiotics encourages bacteria that live inside you to become resistant. That means that antibiotics may not work when you really need them.
- Antibiotics can cause side effects such as rashes, thrush, stomach pains, diarrhoea, reactions to sunlight, other symptoms, or being sick if you drink alcohol with metronidazole.
- Find out more about how you can make better use of antibiotics and help keep this vital treatment effective by visiting www.nhs.uk/keepantibioticsworking

Never share antibiotics and always return any unused antibiotics to a pharmacy for safe disposal.

Keep  Working

Developed in collaboration with professional medical bodies. Version 6.1 Aug 2018. KAW19-08 © Crown copyright 2018.

RESOURCES: PROFESSIONALS

TREATING YOUR INFECTION LEAFLET – UTI

A leaflet for health professionals working in primary care to use when provide advice to patients. The leaflet provides practical advice on how to treat symptoms of common self limiting infections and warning signs for serious illness.

[Click here to download the leaflet](#)

TREATING YOUR INFECTION - URINARY TRACT INFECTION (UTI)

For women under 65 years with suspected uncomplicated urinary tract infections (UTIs) or uncomplicated recurrent UTIs

Possible urinary signs & symptoms	The outcome	Recommended care	Types of urinary tract infection (UTI)
<p>Key signs/symptoms:</p> <p>Dysuria: Burning pain when passing urine (wee)</p> <p>New nocturia: Needing to pass urine in the night</p> <p>Cloudy urine: Visible cloudy colour when passing urine</p> <p>Other severe signs/symptoms:</p> <p>Frequency: Passing urine more often than usual</p> <p>Urgency: Feeling the need to pass urine immediately</p> <p>Haematuria: Blood in your urine</p> <p>Suprapubic pain: Pain in your lower tummy</p> <p>Other things to consider:</p> <p>Recent sexual history</p> <ul style="list-style-type: none"> Inflammation due to sexual activity can feel similar to the symptoms of a UTI. Some sexually transmitted infections (STIs) can have symptoms similar to those of a UTI. <p>Changes during menopause</p> <ul style="list-style-type: none"> Some changes during the menopause can have symptoms similar to those of a UTI. 	<p><input type="checkbox"/> None or only one of: dysuria, new nocturia, cloudy urine; AND/OR vaginal discharge</p> <ul style="list-style-type: none"> Antibiotics less likely to help. Usually lasts 5 to 7 days. You may need a urine test to check for a UTI. <p><input type="checkbox"/> 2 or more of: dysuria, new nocturia, cloudy urine; OR bacteria detected in urine; AND NO vaginal discharge</p> <p>Antibiotics are more likely to help.</p> <ul style="list-style-type: none"> You should start to improve within 48 hours Symptoms usually last 3 days. 	<p><input type="checkbox"/> Self-care and pain relief.</p> <ul style="list-style-type: none"> Symptoms may get better on their own. <p><input type="checkbox"/> Delayed or backup prescription with self-care and pain relief.</p> <p>Start antibiotics if symptoms:</p> <ul style="list-style-type: none"> Get worse. Do not get a little better with self-care within 48 hours. <p><input type="checkbox"/> Immediate antibiotics prescription plus self-care.</p> <p><input type="checkbox"/> If mild symptoms, delayed or back-up antibiotic prescription plus self-care.</p>	<p>UTIs are caused by bacteria getting into your urethra or bladder, usually from your gut. Infections may occur in different parts of the urinary tract.</p> <p>Kidneys (make urine)</p> <p>Infection in the upper urinary tract</p> <ul style="list-style-type: none"> Pyelonephritis (pie-lo-nef-right-is). <p>Bladder (stores urine)</p> <p>Infection in the lower urinary tract</p> <ul style="list-style-type: none"> Cystitis (sis-tight-is). <p>Urethra (takes urine out of the body)</p> <p>Infection or inflammation in the urethra</p> <ul style="list-style-type: none"> Urethritis (your-ith-right-is).

Self-care to help yourself get better more quickly	When should you get help? Contact your GP practice or NHS 111	Options to help prevent a UTI	Antibiotic resistance
<ul style="list-style-type: none"> Drink enough fluids to stop you feeling thirsty. Aim to drink 6 to 8 glasses including water, decaffeinated and sugar-free drinks. Take paracetamol or ibuprofen at regular intervals for pain relief, if you have had no previous side effects. You could try taking cranberry capsules or cystitis sachets. These are effective for some women. There is currently no evidence to support their use. Consider the risk factors in the 'Options to help prevent UTI' column to reduce future UTIs. 	<p>The following symptoms are possible signs of serious infection and should be assessed urgently.</p> <p>Phone for advice if you are not sure how urgent the symptoms are.</p> <ol style="list-style-type: none"> You have shivering, chills and muscle pain. You feel confused, or are very drowsy. You have not passed urine all day. You are vomiting. You see blood in your urine. Your temperature is above 38°C or less than 36°C. You have kidney pain in your back just under the ribs. Your symptoms get worse. Your symptoms are not starting to improve within 48 hours of taking antibiotics. 	<p>It may help you to consider these risk factors:</p> <p>Stop bacteria spreading from your bowel into your bladder. Wipe from front (vagina) to back (bottom) after using the toilet.</p> <p>Avoid waiting to pass urine. Pass urine as soon as you need a wee.</p> <p>Go for a wee after having sex to flush out any bacteria that may be near the opening to the urethra.</p> <p>Wash the external vagina area with water before and after sex to wash away any bacteria that may be near the opening to the urethra.</p> <p>Drink enough fluids to make sure you wee regularly throughout the day, especially during hot weather.</p> <p>If you have a recurrent UTI, also consider the following:</p> <ul style="list-style-type: none"> Cranberry products and D-mannose: Some women find these effective, but there is currently poor evidence to support this. After the menopause: You could consider topical hormonal treatment, for example, vaginal creams. 	<p>Antibiotics can be lifesaving. But antibiotics are not always needed for urinary symptoms.</p> <p>Antibiotics taken by mouth, for any reason, affect our gut bacteria making some resistant.</p> <p>Antibiotic resistance means that the antibiotics cannot kill that bacteria.</p> <p>Antibiotic resistant bacteria can remain in your gut for at least a year after taking an antibiotic.</p> <p>Common side effects to taking antibiotics include thrush, rashes, vomiting and diarrhoea. Seek medical advice if you are worried.</p> <p>Keep antibiotics working, only take them when advised by a health professional. This way they are more likely to work for a future UTI.</p>

Keep Antibiotics Working

Developed in collaboration with professional medical bodies. Version 20 October 2018. MAW19-07 © Crown copyright 2018.



Keep Working

WORLD ANTIBIOTIC AWARENESS WEEK



EUROPEAN ANTIBIOTIC AWARENESS DAY

A European Health Initiative

ANTIBIOTIC GUARDIAN

RESOURCES: PROFESSIONALS

TREAT INFECTION LEAFLET

A leaflet for Community pharmacy to use when providing self-care advice to patients. The leaflet provides practical advice on how to treat symptoms of common self limiting infections and warning signs for serious illness.

[Click here to download the leaflet](#)

TREATING YOUR INFECTION - RESPIRATORY TRACT INFECTION (RTI)

Patient name
Self-care advice provided ☐

Product(s) suggested / supplied
Patient advised to contact GP ☐

Your Infection	Without antibiotics most are better by	How to look after yourself and your family	When to get help
Middle-ear infection	8 days	<ul style="list-style-type: none"> Have plenty of rest. Drink enough fluids to avoid feeling thirsty. Ask your local pharmacist to recommend medicines to help your symptoms or pain (or both). 	<p>The following are possible signs of serious illness and should be assessed urgently:</p> <ol style="list-style-type: none"> If your skin is very cold or has a strange colour, or you develop an unusual rash. If you feel confused or have slurred speech or are very drowsy. If you have difficulty breathing. Signs that suggest breathing problems can include: <ul style="list-style-type: none"> breathing quickly turning blue around the lips and the skin below the mouth skin between or above the ribs getting sucked or pulled in with every breath. If you develop a severe headache and are sick. If you develop chest pain. If you have difficulty swallowing or are drooling. If you cough up blood. If you are feeling a lot worse. <p>If you or your child has any of these symptoms, are getting worse or are sicker than you would expect (even if your/their temperature falls), trust your instincts and seek medical advice urgently from NHS 111 or your GP. If a child under the age of 5 has any of symptoms 1-3 go to A&E immediately or call 999.</p> <p>Less serious signs that can usually wait until the next available appointment:</p> <ol style="list-style-type: none"> If you are not starting to improve a little by the time given in the 'Most are better by' column. In children with middle-ear infection: if fluid is coming out of their ears or if they have new deafness. Mild side effects such as diarrhoea, however seek medical attention if you're concerned. Other
Sore throat	7-8 days	<ul style="list-style-type: none"> Fever is a sign the body is fighting the infection and usually gets better by itself in most cases. You can use paracetamol if you or your child are uncomfortable as a result of a fever. 	
Sinusitis	14-21 days	<ul style="list-style-type: none"> Use a tissue and wash your hands well to help prevent spread of your infection to your family, friends and others you meet. 	
Common cold	14 days	<ul style="list-style-type: none"> Other things you can do suggested by your pharmacy team: 	
Cough or bronchitis	21 days		
Other infection: days		

- Colds, most coughs, sinusitis, ear infections, sore throats, and other infections often get better without antibiotics, as your body can usually fight these infections on its own.
- Taking antibiotics encourages bacteria that live inside you to become resistant. That means that antibiotics may not work when you really need them.
- Antibiotics can cause side effects such as rashes, thrush, stomach pains, diarrhoea, reactions to sunlight, other symptoms, or being sick. If you drink alcohol with metronidazole.
- Find out more about how you can make better use of antibiotics and help keep this vital treatment effective by visiting www.nhs.uk/keepantibioticsworking

Never share antibiotics and always return any unused antibiotics to a pharmacy for safe disposal.

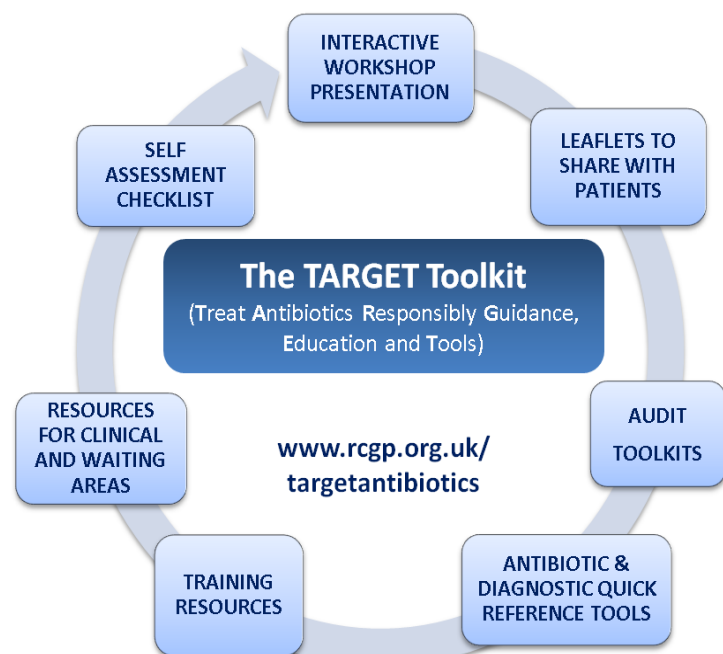
STAY WELL THIS WINTER

Resources: TARGET Antibiotics Toolkit



TARGET

The TARGET Toolkit is a set of resources aimed at primary care providers to optimise antibiotic prescribing.



www.RCGP.org.uk/TARGETAntibiotics

TARGET toolkit updates and news	+
Leaflets to share with patients	+
Resources for clinical and waiting areas	+
Audit toolkits and action planning	+
National Antibiotic Management Guidance	+
Self Assessment Checklist Antimicrobial Stewardship	+
Training Resources	+
Antibiotic Prescribing Data	+
Resources for Commissioners	+
Useful links	+

Resources: TARGET Antibiotics Toolkit – UTI resources

TARGET have a suite of evidence based Urinary Tract Infection (UTI) resources to help facilitate the reduction of *E.coli* bacteraemia including TARGET Treating Your Infection leaflets and diagnostic tools.

For non-complicated UTIs

TREATING YOUR INFECTION - URINARY TRACT INFECTION (UTI)

For women under 65 years with suspected uncomplicated urinary tract infections (UTIs) or uncomplicated recurrent UTIs

Possible urinary signs & symptoms

- Discomfort/burning when passing urine (dysuria)
- Discomfort/burning in your lower back (suprapubic pain)
- Discomfort/burning in your lower back (suprapubic pain)
- Discomfort/burning in your lower back (suprapubic pain)
- Discomfort/burning in your lower back (suprapubic pain)

The outcomes

- Antibiotics will help you feel better and get rid of the infection.
- Antibiotics will help you feel better and get rid of the infection.
- Antibiotics will help you feel better and get rid of the infection.

Recommended care

- Antibiotics will help you feel better and get rid of the infection.
- Antibiotics will help you feel better and get rid of the infection.
- Antibiotics will help you feel better and get rid of the infection.

Options to help prevent a UTI

- Antibiotics will help you feel better and get rid of the infection.
- Antibiotics will help you feel better and get rid of the infection.
- Antibiotics will help you feel better and get rid of the infection.

Antibiotic resistance

Antibiotics can be powerful but they are not always needed for every infection. Antibiotics can be powerful but they are not always needed for every infection. Antibiotics can be powerful but they are not always needed for every infection.

For older adults and carers

Urinary tract infections (UTIs)

A leaflet for older adults, and carers

What is a urine infection?

A urine infection happens when bacteria get into any part of the urinary system.

What are the symptoms of a UTI?

- Discomfort/burning when passing urine
- Discomfort/burning in your lower back
- Discomfort/burning in your lower back

When should you get help?

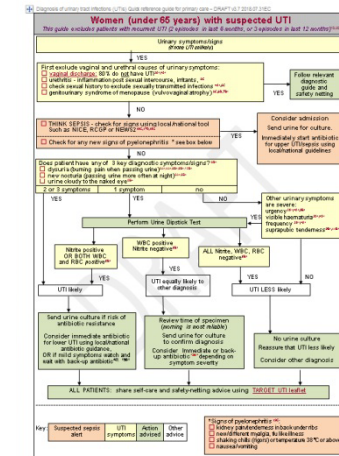
The following symptoms are possible signs of serious infection and should be treated urgently:

- Discomfort/burning when passing urine
- Discomfort/burning in your lower back
- Discomfort/burning in your lower back

What can you do to help feel better?

- Drink enough so that you are regularly during the day.
- Drink enough so that you are regularly during the day.
- Drink enough so that you are regularly during the day.

Quick reference diagnostic tools for UTIs including diagnostic flowcharts and summary tables



Resources:

Dental toolkit – poster and patient information leaflet

ANTIBIOTIC GUARDIAN

NHS

antibiotics **DON'T** cure toothache!

- Toothache is **usually** caused by decay, which may lead to dental infection
- The best way to treat a toothache is to remove the cause of infection
- Contact your dentist for the most appropriate advice and treatment
- If you don't have a dentist and require urgent care call NHS 111



www.antibioticguardian.com

ANTIBIOTIC GUARDIAN

NHS

antibiotics **DON'T** cure toothache!

WHAT IF I'M WORRIED OR FEEL WORSE AFTER SEEING THE DENTIST?

Contact your dentist or phone NHS 111 if any of the following occur:

- You develop a fever over 102°F (38°C).
- You develop redness and swelling of your face, jaw or neck.
- You are unable to open your mouth.
- You have severe pain uncontrolled by pain medicine.
- You have difficulty swallowing.

Your dentist will advise you on the most appropriate treatment for you.

Encourage patients and colleagues to become an antibiotic guardian
www.antibioticguardian.com

ANTIBIOTIC GUARDIAN
A national antibiotic awareness campaign led by NHS

antibiotics **DON'T** cure toothache!

Contact information for out of hours dental advice:
T NHS 111



ANTIBIOTICS: THERE ARE BETTER WAYS TO MANAGE TOOTHACHE & INFECTION

TOOTHACHE CAN BE CAUSED BY MANY THINGS SUCH AS:

- Tooth decay
- Broken teeth
- Gum disease
- Abscesses or infections
- Jaw problems

CAN I HAVE ANTIBIOTICS FOR TOOTHACHE?


- Your dentist will decide whether antibiotics are appropriate for your dental problem.
- Antibiotics on their own do not remove the infection or stop pain. Dental treatment is usually needed as well.
- Antibiotics, like other medicines, can also have side-effects so won't be prescribed unless absolutely necessary.

ANTIBIOTIC RESISTANCE is one of the biggest threats facing the world today.

- Unlike many things in medicine antibiotics work less effectively the more often they are taken
- Be aware that antibiotics are not always the best way to manage toothache and dental infection

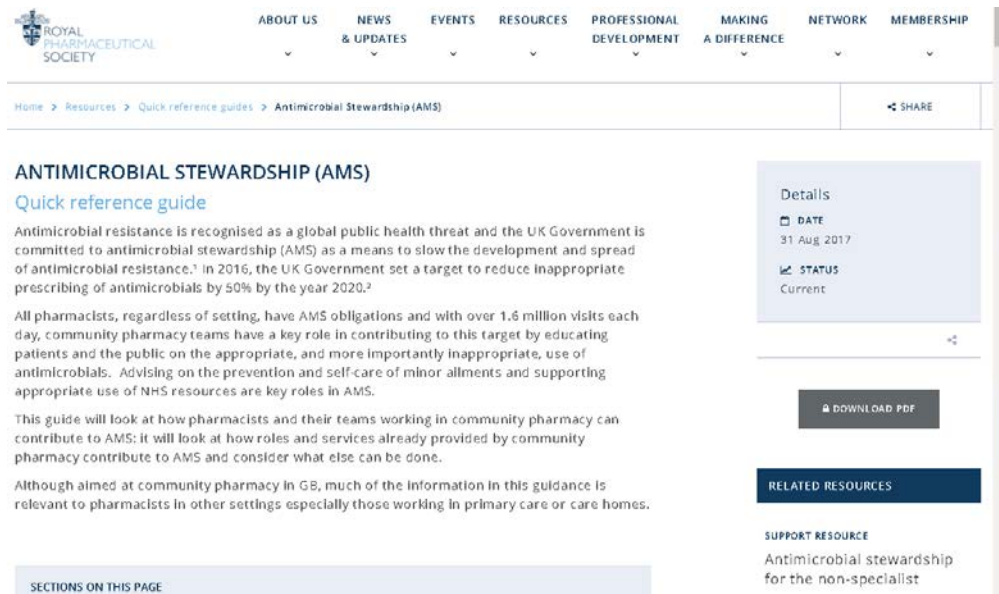
HOW IS TOOTHACHE TREATED?

- A dentist needs to examine your mouth and decide the cause of the pain.
- Dental treatment may then be needed, such as fillings, root treatment or sometimes extraction of the tooth.
- Pain killers can help – Paracetamol and, if you can safely take it, ibuprofen. Both can be bought from pharmacies.
- Always read the patient information leaflet and check it is safe for you to take either medicine. You can ask your pharmacist for advice.



[Click here to access the dental AMS toolkit](#)

How-to guides: community pharmacy, healthcare students



The screenshot shows the Royal Pharmaceutical Society website. The navigation bar includes links for ABOUT US, NEWS & UPDATES, EVENTS, RESOURCES, PROFESSIONAL DEVELOPMENT, MAKING A DIFFERENCE, NETWORK, and MEMBERSHIP. The breadcrumb trail reads: Home > Resources > Quick reference guides > Antimicrobial Stewardship (AMS). The main heading is 'ANTIMICROBIAL STEWARDSHIP (AMS)' with a sub-link for 'Quick reference guide'. The text explains that antimicrobial resistance is a global public health threat and that the UK Government is committed to antimicrobial stewardship (AMS) to slow the development and spread of antimicrobial resistance. It mentions a target to reduce inappropriate prescribing of antimicrobials by 50% by the year 2020. The guide is intended for community pharmacists and their teams, as well as those working in primary care or care homes. A 'DOWNLOAD PDF' button is visible. A sidebar on the right shows details: DATE 31 Aug 2017 and STATUS Current. Below this is a 'RELATED RESOURCES' section with a link to 'Antimicrobial stewardship for the non-specialist'.

www.rpharms.com/AMS



The banner features the Antibiotic Guardian logo, which consists of two hands holding a pill. The text reads: 'My actions protect antibiotics', 'BECOME AN ANTIBIOTIC GUARDIAN', 'Join me at antibioticguardian.com', and 'Keep Antibiotics Working'.

How To Develop a Public Engagement Workshop

David G. Allison (david.allison@manchester.ac.uk) & Hannah Bloor, Manchester Pharmacy School

Manchester Pharmacy School adopted a novel approach to raising awareness about antibiotic resistance development by targeting year 10/11 High School pupils. Presentations in the form of either a year group assembly or a 60-90min hands-on, interactive workshop were offered to High Schools and delivered by 3rd year MPharm students to much acclaim. At the end of either presentation pupils were encouraged to become Antibiotic Guardians, and to help spread the message they were issued with credit-card sized information cards with key messages printed on one side and the Antibiotic Guardian logo and website details on the other. Our step-by-step guide to achieving this was as follows:



This section shows a guide for students on running an AMR campaign during World Antibiotic Awareness Week. It includes the Antibiotic Guardian logo and the text: 'A GUIDE FOR STUDENTS ON RUNNING AN AMR CAMPAIGN DURING WORLD ANTIBIOTIC AWARENESS WEEK'. It also mentions that the guide was developed by Public Health England and provides information on why you should run a campaign and how to promote it in the student community. A red banner at the bottom reads: 'YOUR ACTIONS PROTECT ANTIBIOTICS. RALLY TOGETHER AT ANTIBIOTICGUARDIAN.COM'.



ANTIBIOTIC GUARDIAN

ANTIBIOTIC GUARDIAN CHAMPION (STUDENTS)

University healthcare and pre-registration students can now earn virtual badges to add to their LinkedIn accounts . [Click here to find out more](#)

Students can [click here](#) to find out more and register for the second national AMR student conference on 17 November 2018



 **BECOME AN ANTIBIOTIC GUARDIAN**

Antimicrobial Resistance Conference: advocating a behaviour change

The UK's first multidisciplinary national student conference on AMR!
Learn how antimicrobial resistance will change the face of medicine and impact patient care!

Keynote address	Speakers:	"CALL FOR POSTERS"
Interactive Workshops	Dr Diane Ashiru-Oredope - Public Health England	Been involved in AMR research? We will be hosting a poster presentation which will be judged by leaders in the field for an award!
Awards	Dr Susan Hopkins - Public Health England & Royal Free Hospital	Please send abstracts to abcamr@outlook.com
Teas and Lunch	Professor Liz Sockett - University of Nottingham	
Organisation Stands	And many more!	
Poster Presentation		

18th November, 2017, Strand Campus, King's College London, 9.30am - 5pm

Supported by

Public Health England | KING'S College LONDON | KNOWLEX | abpi | Health Education England | NHS

and more!

#AGCstudents | #AntibioticGuardian | #AMRABC

abcamr.wordpress.com | [/theamrproject](https://www.facebook.com/theamrproject) | [/TheAMRProject](https://twitter.com/TheAMRProject)

Keep  Working

WORLD ANTIBIOTIC
AWARENESS WEEK



EUROPEAN
ANTIBIOTIC
AWARENESS DAY

A European Health Initiative 


**ANTIBIOTIC
GUARDIAN**

JUNIOR AND FAMILY ANTIBIOTIC GUARDIAN

Junior and Family Antibiotic Guardian have been developed in collaboration for children, young adults and their families/carers to complete tasks and earn badges. This is as part of the commitment to school nursing and improving outcomes for children and young persons. The badges have been designed to coincide with WAAW and EAAD but are available to be earned all year round.

[Click here to find out more](#)

Task 2 | I am a Junior Antibiotic Guardian

For this task, produce either a poster, powerpoint or video showcasing your knowledge on Antibiotics and Antibiotic resistance. Use the resources below to gather information for your piece of work. Once you have completed your research and poster/presentation/video, upload it as badge evidence. The title of your poster, presentation or video should be I am a junior Antibiotic Guardian

Take a look at some [resources](#) to help you along the way.

[Senior Antibiotic Revision Guide](#)

Extension / challenge opportunity for task 2 - if you have had a session with your school nurse, include a comment, film with the School Nurse, highlight, image etc.



Task 3 | Encourage 2 to 5 members of your family or family friends to become Antibiotic Guardians

For this task, watch the Antibiotic Guardian video with your parents/carers, grandparents, older siblings, uncles, aunts, family friends (you can also send them website name so they can watch from anywhere including their mobile devices). Encourage them to choose a pledge (promise) on the website and sign up to become Antibiotic Guardians

Tell them to choose Junior/Family AG in the "how did you hear about us" section of the website

For evidence: in the box below tell us how many adults you watched video with or send links to and who they are.

For example: I watched the video with 3 adults - my mum, grandpa and older sister and I sent the link to 5 of my uncles and aunts/ parents friends

For additional evidence you can upload photographs of the adults holding their certificates, screenshot/printed picture.



**ANTIBIOTIC
GUARDIAN**

ANTIBIOTIC GUARDIAN PARTICIPATOR BADGE



Junior and Family Antibiotic Guardian have been developed, for children, young adults and their families/carers to complete tasks and earn badges. This is as part of the commitment to school nursing and improving outcomes for children and young persons. The badges have been designed to coincide with WAAW and EAAD but are available to be earned all year round

[Click here to find out more](#)



WORLD ANTIBIOTIC
AWARENESS WEEK



ANTIBIOTIC
GUARDIAN



Antibiotic Guardian Participator

To earn this badge you need to show you have participated and shown your support in the fight against Antibiotic Resistance.

Start this badge mission

Task 1 | Participate

You need to have completed and provide evidence of ONE of the following of your choice:

- Complete the [e-Bug games](#) or host/participate in a debate using the [e-Bug Antibiotic debate kit](#).
- Produce either a poster, presentation or video showcasing your knowledge on Antibiotics and Antibiotic resistance. You can use [these resources](#) to help you.
- Join over 47,000 adults by choosing one of [these promises](#) of how you can help do your part in the fight against antibiotic resistance
- Attended a presentation, lecture or school lesson on Antimicrobial resistance.

Evidence

Your evidence could be photographs or a video of you carrying out one of the activities, or a copy of your presentation that you have created. You can also upload screenshots or copy and paste your promise using the [text evidence](#) option. If you have attended a lecture/lesson, your evidence can be details of the presenter, the date and one thing you remember from the lesson.

Shared Learning pages



<http://antibioticguardian.com/shared-learning/>

Shared Learning

Shared Learning: Innovation and Technology

Projects that demonstrated innovative approaches to tackling antimicrobial resistance 2017 Entries Heart of England NHS Foundation Trust (Winner ... [Continued](#)



Shared Learning: Prescribing and Stewardship

Prescribing and Stewardship projects 2017 Entries The Nottinghamshire Antimicrobial Stewardship Committee (Winner – Antibiotic Guardian Awards 2017) Name: ... [Continued](#)



Shared Learning: Staff Engagement

Projects focused on staff engagement NHS Tayside (Antibiotic Guardian 2017 Awards – Winner) Name: Jo McEwen, Advanced Nurse Practitioner, Antimicrobial ... [Continued](#)



Shared Learning: Community – Communications

Projects focused on communications within the community 2017 Entries The University of Manchester (Winner –



Antibiotic Guardian Awards and Conference 27 June 2018

AWARDS

Categories include:

Agriculture and Food: How has your organisation promoted antibiotic stewardship in the agriculture and food sector?

Community Communications: How has your organisation worked within the community to highlight Antibiotic Guardian or stewardship?

Diagnostic stewardship: Tell us how you have demonstrated effective use of diagnostics to reduce prescribing.

Infection Prevention and control: Tell us how you have demonstrated improvements in infection prevention and control practices to address Antimicrobial Resistance.

Other categories: Prescribing and stewardship; Public engagement; Innovation and Technology; Health Student of the Year; Children and Family; Research .

The Das Pillay Antimicrobial Stewardship Memorial Award: This award is to recognise innovation the field of antimicrobial stewardship at a junior level.

To view 2018 winners and shortlisted go to:

<http://antibioticguardian.com/antibiotic-guardian-2018-awards-shortlist/>

(details for 2019 awards will be available early 2019)

CONFERENCE

The first national conference takes place in 2018, replacing the regional workshops which have taken place over the past three years. The conference provides guidance, resources and information for practitioners on topics associated with tackling antimicrobial resistance.

“Shared Learning” is the theme with a focus on sustained improvements or dissemination and information shared from the 2018 entries.

All shortlisted entries which have been peer-reviewed from this year and previous years are available as case studies on the Antibiotic Guardian website: <http://antibioticguardian.com/shared-learning/>



E-BUG RESOURCES



e-Bug is a **free** educational resource for classroom and home use that makes learning about microbes, the spread, treatment and prevention of infection and antibiotics fun and accessible for all.

Follow us on
twitter!
@eBug_UK



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E-BUG SCHOOL RESOURCES



Teaching Resources

In the teachers section of the e-Bug website you will find a variety of free resources that have been designed to complement the National Curriculum.



These include:

- ☆ Lesson plans
- ☆ Worksheets
- ☆ Presentations
- ☆ Activities

Student Resources

The student pages complement the teacher resources by providing online games, revision pages and lots more for students to continue learning at home.

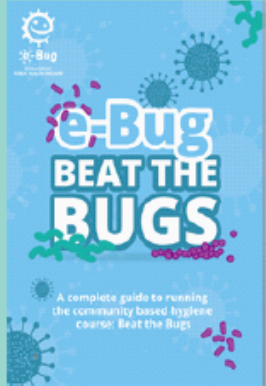


These include:

- ☆ Games
- ☆ Quiz
- ☆ Disease fact files
- ☆ Home science



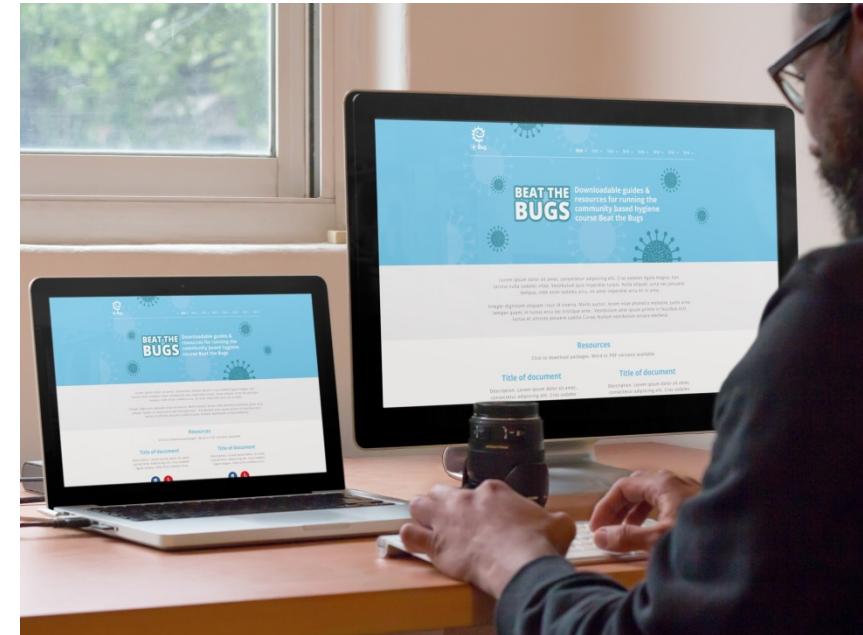
E-BUG COMMUNITY RESOURCES



Community resources

e-Bug have developed a community hygiene course called **Beat the Bugs** which aims to increase awareness and change behaviour around antibiotic use.

The course is suitable for a range of community groups and can be downloaded from the Beat the Bugs webpage: www.e-bug.eu/beat-the-bugs



www.e-bug.eu/beat-the-bugs



E-BUG WAAW RESOURCES



CARD GAME



Photo credit: @Sciencedipity

ONLINE AUDIO SERIES (coming soon)



SOCIAL MEDIA GRAPHICS



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E-BUG OVERVIEW



e-Bug Science Outreach

Click here to watch the video: <https://www.youtube.com/watch?v=4QRDZ5uQoBI>

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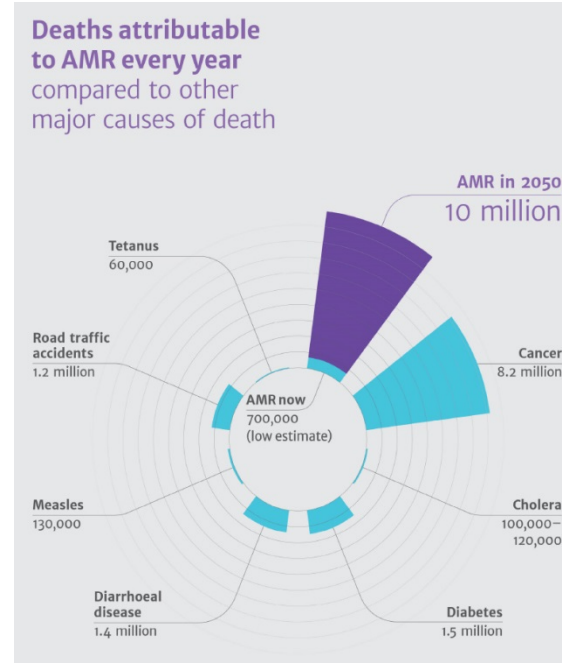


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OTHER AMR RESOURCES: AMR REVIEW

The O'Neill Review, commissioned by the UK Government and the Wellcome Trust, sets out the recommendations to tackle AMR globally



OTHER RESOURCES: PHE HEALTH MATTERS ON AMR

This resource provides information on AMR, sets out effective methods to avoid unnecessary prescribing of antibiotics and provides advice for healthcare professionals

GOV.UK Search

Public Health England

[See more information about this Guidance](#)

Guidance

Health matters: antimicrobial resistance

Published 10 December 2015

Contents

- Summary
- The scale of the problem
- What is fuelling antibiotic resistance
- Why we need to act now
- Encouraging responsible prescribing
- We all have a role to play

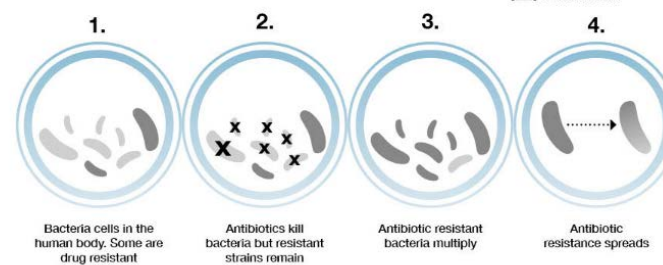


GLOBAL A failure to address the problem of antibiotic resistance could result in:

10m deaths by 2050

Costing £66 trillion

How antibiotic resistance occurs



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ORDERING PRINTED RESOURCES

Select Antibiotic Guardian resources printing can be sourced via local printing arrangements. High resolution files are also available at Bbanner where resources can be ordered from including:

- posters
- leaflets
- badges
- magnets
- stickers
- pens

For all print order enquiries email: lesley.greenhalgh@banneruk.com

Keep Antibiotics Working leaflets and poster are available via [PHE campaign resource centre](#)

Full details of available items are available here: <https://www.gov.uk/government/publications/european-antibiotic-awareness-day-resources-toolkit-for-healthcare-professionals-in-england>



ANTIBIOTIC GUARDIAN LOGO/VIDEO DOWNLOAD

To download the Antibiotic Guardian logo please visit the following:

https://surveys.phe.org.uk/AG_LogoVideo

You will be asked for your email and be then be able to save the logos in high resolution.

The logos are in PNG format.

The video is uploaded via Dropbox.

There is both a subtitled and non-subtitled version available.

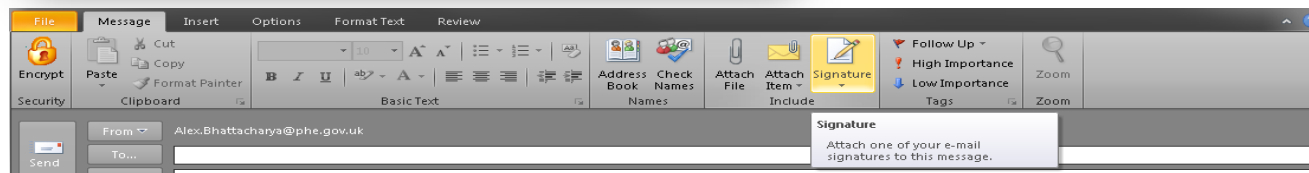


HOW TO ADD THE E-SIGNATURE

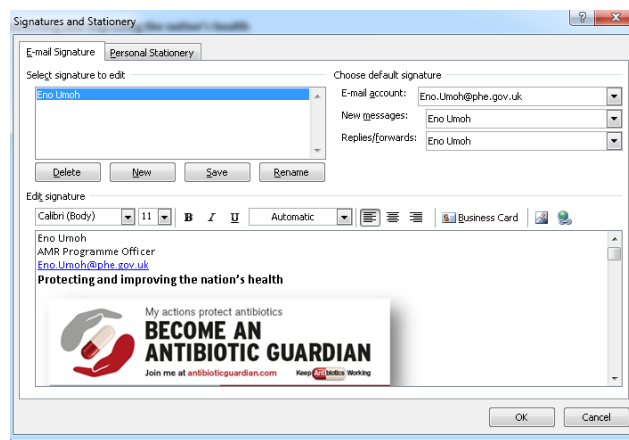
1. Copy the e-sig banner to the right. The image has been linked to the website. Right click the image and copy.



2. In Outlook, click "Signature"



3. Type out your signature as you want it to appear in your email in the dialogue box that appears.



4. Paste the e-sig banner below your text. Resize as appropriate.

SLIDES FOR PRESENTATIONS

The following are PowerPoint slide options can be used in presentations. Please do not alter the format, however you are free to add your organisations logo in support of Antibiotic Guardian or remove any of the text from the right hand side.

To access the slide in PowerPoint format, please email ESPAUR@phe.gov.uk. We would be grateful if you could supply us with the title of your presentation and where you will be presenting, we will use this to inform our 2018 Overview of Activities. We will send you the PowerPoint file for you to insert into your presentation.



BECOME AN ANTIBIOTIC GUARDIAN



ANTIBIOTIC GUARDIAN

Keep Antibiotics Working



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European Antibiotic Awareness Day (EAAD) takes place annually on 18 November

World Antibiotic Awareness Week (12– 18 November)

As an Antibiotic Guardian, choose a simple action based pledge and encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at: www.antibioticguardian.com

Resources and promotional materials to support local activities for Antibiotic Guardian and EAAD are available via <http://bit.ly/eaad-resources>

The Antibiotic Guardian campaign was established by PHE to improve public and professional knowledge and stimulate engagement on tackling antibiotic resistance

Public Health England is leading the co-ordination of EAAD activities in England in collaboration with VMD, Department of Health, devolved administrations, and other professional organisations

You are invited to become an Antibiotic Guardian today
and to ask others to join you
(you can also do so via your mobile device)

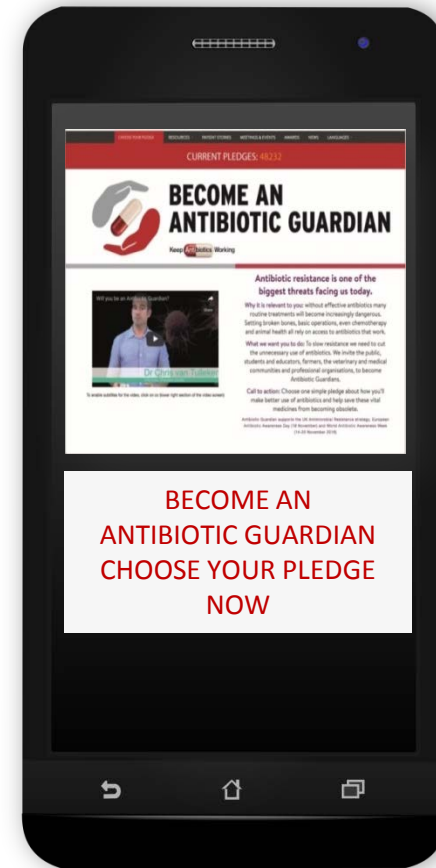


Our actions protect antibiotics

**BECOME AN
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Join us at antibioticguardian.com

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SUMMARY

Antibiotic resistance is a serious problem that requires health care professionals and members of the public to change their attitudes and behaviours towards antibiotics.

Antibiotic Guardian and Keep Antibiotics Working campaigns, European Antibiotic Awareness Day (EAAD) and World Antibiotic Awareness Week are major public health initiatives that aim to encourage responsible use of antibiotics and tackle the global issue of antibiotic resistance.

This toolkit provides guidelines on how your organisation can set up your own campaign using Public Health England resources which are centrally hosted on <http://bit.ly/eaad-resources>

If you have any questions, please contact: espaur@phe.gov.uk

Don't forget to register your organisations planned activities for EAAD. Only registered activities will be discussed in the EAAD 2018 Activities overview.

<http://antibioticguardian.com/organisations/>



ACKNOWLEDGEMENTS

We would like to thank the following organisations for their involvement in planning for WAAW/EAAD and support for Antibiotic Guardian campaign over the last four years

Department of Health expert advisory committee on Antimicrobial Resistance and Healthcare Associated Infection (ARHAI)
Association of Anaesthetists of Great Britain and Ireland (AAGBI)
Association of Pharmacy Technicians UK (APTUK)
Bella Moss Foundation
British Infection Association
British Medical Journal
British Orthopaedic Association
British Paediatric Allergy, Immunology and Infectious Diseases Group (BPAIG)
British Society for Antimicrobial Chemotherapy
British Pharmaceutical Students Association (BPSA)
British Veterinary Association
Care Quality Commission
Centre for Pharmacy Postgraduate Education
Chartered Society of Physiotherapist
College of Podiatrists
Centre for Postgraduate Pharmacy Education (CPPE)
Community Pharmacy West Yorkshire (CPWY)
Department for Environment, Food and Rural Affairs (DEFRA)
Department of Health
Devon Council Local Authority
Faculty of General Dental Practice UK
Health and Social Care Information Centre
Health Education England
Health Improvement Scotland
Healthcare Infection Society (HIS)
Infection Prevention Society
Northern Ireland Public Health Agency

National Prescribing Centre / NICE
NHS England
Northern Ireland Antimicrobial Pharmacist Network
PAGB & Self-Care Forum
Patients' Association
Prescribing Advisers Group
Public Health England (PHE)
PHE/DH Strategic Partners Group
Pharmaceutical Negotiating Services Committee (PSNC)
Pharmacy Voice
Primary Care Pharmacist
RCGP/NHS Connecting for Health
Royal College of General Practitioners (RCGP)
Royal College of Midwives
Royal College of Nursing
Royal College of Paediatrics and Child Health (RCPCH)
Royal College of Pathologists (RCPPath)
Royal College of Physicians (RCP)
Royal College of Veterinary Surgeons (RCVS)
Royal Pharmaceutical Society
Royal Veterinary College
Scottish Antimicrobial Prescribing Group
The Independent Pharmacy Federation
United Kingdom Clinical Pharmacy Association
Veterinary School, University of Liverpool
Veterinary Medicines Directorate (VMD)
Wales General Practice Representation
West Sussex CCG



ANNEX

ANNEX - Antibiotic Guardian Resources

[Click here to access the resources](#)

Protective Hands KV
(key visual)



Hands/AG/KAW/ lockup



Website homepage banner



Email signature (individuals)



Email signature (organisations)



Social post image templates



3-fold Leaflet



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ANNEX – Antibiotic Guardian Visual assets

General Badge



General Badge with url



Certificate 1 (for individuals)



Badge with e-bug



Badge for AG Champion



Certificate 2 (for organisations)



ANNEX

Example designs that feature Antibiotic Guardian logo

Roll-out banner



Lanyard branding



T-shirt branding



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