

What's Bugging You?

Microbial Matters

Promoting Good Antimicrobial Stewardship across Surrey

2nd Edition November 2017—Edited By Sophie Bhandary

Diary Dates and Campaign resources
[World Antimicrobial Awareness Week 13th -19th November](#)

[European Antimicrobial Awareness Day 18th November](#)

[Public Health England \(PHE\) Campaign Resource Centre](#)



Don't forget about **TARGET**
 The [TARGET toolkit](#) includes a range of resources that can be used to support prescribers' and patients' responsible antibiotic use, helping to fulfil continuing professional development (CPD) and revalidation requirements.

What could YOU do?

Support the Keep Antibiotics Working Campaign On the 23rd October 2017 PHE have launched a national public campaign 'Keep Antibiotics Working' (KAW); across England to support the government's efforts to reduce inappropriate prescriptions for antibiotics. The campaign encourages the public to take their doctor or nurse's advice when it comes to the need for antibiotics and is aimed at reducing inappropriate prescribing due to patient pressure. The message highlights that taking antibiotics when you don't need them puts you and their family at risk. The campaign will be seen across the country on billboards, TV, press, online, and heard on the radio. There are a range of **free resources** including posters, leaflets and Treating Your Infection pads available to order to use in local awareness campaigns and help support conversations around self-care alternatives. [PHE Campaign Resource Centre](#)

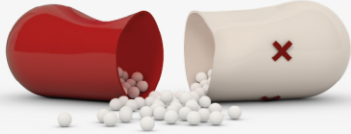


In October, Dame Sally Davies, Chief Medical Officer, renewed the call to action to preserve the effectiveness of antibiotics for our future generations. [In a letter sent to GPs](#) she described how a pilot campaign based in the North West of England (Granada TV region) suggested a positive impact on reducing public pressure on GPs to prescribe antibiotics.

- patients were less likely to ask their GP for antibiotics after the campaign, whilst there was no change in the control area.
- patients claiming that they would insist on an antibiotic prescription if their GP said it was not needed fell from 12% to 7%, while the proportion who would accept their GP's view increased from 62% to 69%, with no change in the control region.
- GPs who, prior to the campaign, had reported that the number of patients asking for antibiotics was higher than usual, said that post campaign, the number had decreased from 21% to 9%.

Become an Antibiotic Guardian The Antibiotic Guardian initiative invites individuals via the Antibiotic Guardian website (whether members of health/ social care, members of the public or those involved in education) to become an antibiotic guardian themselves by making a pledge to support the prudent use of antibiotics. For 2017 the Antibiotic Guardian website is all asking a range of organisations such as Clinical Commissioning Groups, GP Practices, Community Pharmacies, Universities and Veterinary practices, to make an organisational pledge. www.antibioticguardian.com
 Antibiotic Guardian supports World Antimicrobial Awareness Week (13th-19th Nov) and European Antimicrobial Awareness Day (18th Nov). Antibiotic Awareness resources for 2017 are available via the following website:
<https://www.gov.uk/government/collections/european-antibiotic-awareness-day-resources>

This pilot informed the Keep Antibiotics Working Campaign launched in October.

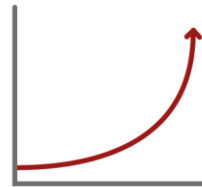


It is estimated that at least **5,000 deaths** are caused **every year** in England because antibiotics no longer work for some infections.



4 in 10

patients with an **E.coli infection** in England do not respond to the commonest antibiotic used in hospitals.



Antibiotic resistance is set to rise with experts predicting that in just over 30 years antibiotic resistance **will kill more people worldwide** than cancer and diabetes combined.



From the 1930s to the 1960s, **14 classes of antibiotic** were introduced, but since 1968 there have been only five new drug classes developed. Since 1984, no new registered classes of antibiotics for human treatment have been developed.



1 in 3

people in England takes at least one course of antibiotics each year.



Over **850 million** antibiotics **tablets or capsules** were prescribed in England in 2016.

Over **5 million bottles** of antibiotics were prescribed in England in 2016. These are usually given to young children, under 10 and more usually under 6.

SOURCES

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