

CAMPAIGN TOOLKIT

THE FUTURE OF ANTIBIOTICS IS IN YOUR HANDS



WORLD
Antibiotic
AWARENESS
13 - 19 NOVEMBER **WEEK**



NPS
MEDICINEWISE

This initiative is funded by the Australian Government Department of Health

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BACKGROUND

WHAT IS WORLD ANTIBIOTIC AWARENESS WEEK?

World Antibiotic Awareness Week is an annual, global event that raises awareness of the serious health issue of antibiotic resistance. The event encourages people around the world to use antibiotics responsibly. The week arose from Antibiotic Awareness Day, which takes place globally on 18 November each year.

2017 represents the sixth year of our ongoing campaign to reduce antibiotic resistance and educate Australians about the steps they can take to preserve the miracle of antibiotics.

The campaign aims to create behaviour change and drive down inappropriate antibiotic prescribing in Australia. We deliver targeted education programs to health professionals, analyse data on antibiotic prescribing and encourage people to our website to learn more.

This year the campaign has a heavy focus on antibiotics as a precious resource requiring all Australians, including health professionals and consumers, to handle these medicines with care.

Antibiotic resistance is happening now. We can fight antibiotic resistance by using antibiotics appropriately. The future of antibiotics is in our hands.

As in previous years, NPS MedicineWise continues to play a leading role in the week to promote the appropriate use of antibiotics to consumers and health professionals in primary care settings. Once again, we will partner with the Australian Commission for Safety and Quality in Health Care (the Commission), Australian Veterinary Association, Department of Agriculture and state and territory governments to acknowledge the 'one health' approach to antibiotic stewardship in Australia.

ABOUT NPS MEDICINEWISE

We exist to help people make the best decisions about medicines and other medical choices.

Independent, not-for-profit and evidence based, NPS MedicineWise enables better decisions about medicines, medical tests and other health technologies.

Since inception in 1998, we have adapted to the changing health landscape, ensuring sustainable, safe and effective use of medicines and medical tests and delivering better health and economic outcomes.

Consumers are at the centre of quality use of medicines and medical tests and we have continued our conversations with consumers through our campaigns, community work, communication initiatives and resources to help build a medicinewise Australia.



THE ISSUE

The World Health Organization has warned that antibiotic resistance is one of the greatest threats to human health today.

Antibiotic resistance happens when bacteria change to protect themselves from an antibiotic.

When this happens, antibiotics that previously would have killed the bacteria, or stopped them from multiplying, no longer work.

Australia has one of the highest antibiotic prescription rates in the world, with around 29 million prescriptions issued annually. The more antibiotics are used, the more chances bacteria have to become resistant to them.

Major causes of antibiotic resistance include:



Using antibiotics when they are not needed



Not taking antibiotics at the doses and times that a doctor prescribes — this allows time for the bacteria in your system to become resistant.

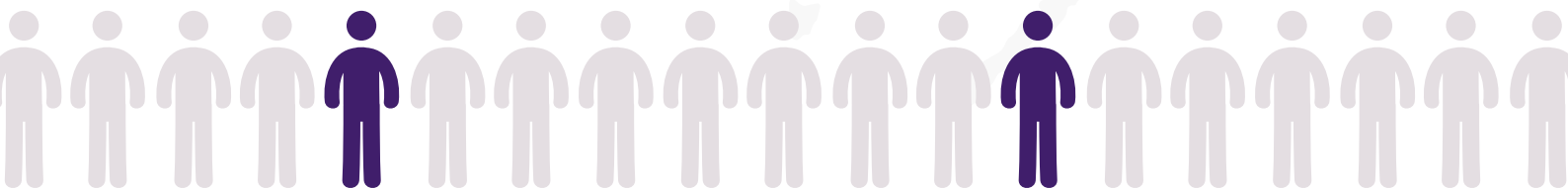
A recent prediction from the UK stated that antibiotic resistance could lead to an extra 10 million deaths a year worldwide by 2050, with a financial cost to the world of up to USD \$100 trillion.

MOMENTUM IS BUILDING

Addressing the seriousness and scope of the situation, at the United Nations 2016 General Assembly, global leaders met and committed to fight antimicrobial resistance together, agreeing on sustainable, multidisciplinary approaches to addressing this health issue.

WE CAN START RIGHT NOW

The reality is that antibiotics are already losing their effectiveness. Antibiotic resistance is a serious health issue already present in our community. You can help preserve the miracle of antibiotics by being part of the solution – there are simple actions individuals can do to help stop the spread of antibiotic resistant infections.



THE GLOBAL MOVEMENT

In 2015, the World Health Organization formally announced the first World Antibiotic Awareness Week. Previously, there was a global awareness day on 18 November. Recognising the importance of the issue, the World Health Organization decided that a dedicated week was needed to raise awareness about steps we can all take to reduce the threat of antibiotic resistance.

Globally, World Antibiotic Awareness Week is coordinated and supported by the *European Centre for Disease Prevention and Control (ECDC)*, *World Health Organization, WHO Western Pacific Regional Office (WPRO)*, *Health Quality and Safety Commission (New Zealand)*, *Centers for Disease Control and Prevention (Canada)*, *Centers for Disease Control (USA)* and the *Infectious Disease Surveillance Center (Japan)*.

In Australia, Antibiotic Awareness Week 2017 is being coordinated by *NPS MedicineWise* and the *Australian Commission on Safety and Quality in Health Care* in conjunction with the *Australian Government Department of Health* and *Department of Agriculture*, the *Australian Veterinary Association*, and *state and territory health departments*. *World Antibiotic Awareness Week* is also supported in Australia by a number of professional societies and groups.



THE CAMPAIGN

THE FUTURE OF ANTIBIOTICS IS IN YOUR HANDS

During World Antibiotic Awareness Week, our aim is to create behavioural changes that drive down inappropriate antibiotic prescribing in Australia by health professionals and misuse of antibiotics by the public.

KEY MESSAGES:

- ▶ The future of antibiotics is in your hands
- ▶ Spread knowledge, not antibiotic-resistant infections
- ▶ Antibiotics don't work for all infections
- ▶ Misusing antibiotics can cause harm

To find out more information about this year's campaign, visit nps.org.au/waaw



THE FUTURE OF ANTIBIOTICS IS IN YOUR HANDS

Antibiotics were the first wonder drugs. Before antibiotics, infection was a leading cause of death. Even something as simple as a cut on your finger could lead to a life-threatening infection.

Today, we risk losing the effectiveness of antibiotics because of unnecessary prescriptions and unnecessary consumption.

Overuse and misuse of antibiotics leads to antibiotic resistance. The more often antibiotics are used or taken incorrectly, the more chance bacteria have to change and become resistant to them. Antibiotic resistant infections are harder to treat, and are more likely to lead to hospital stays or death.

Antibiotic resistance is happening now in the Australian community. The World Health Organization has declared antibiotic resistance to be one of the most pressing threats to public health today.

Examples of bacteria in the community that have already developed resistance to a number of antibiotics include strains of

Escherichia coli (E coli) that cause many urinary tract infections. 'Golden staph', a common cause of skin infections, is another example. Failure of the last-resort antibiotic treatment for the sexually transmitted infection gonorrhoea has occurred in Australia.

More and more bacteria are building resistance to the infection-fighting power of antibiotics. This means more and more infections may simply become untreatable.

The most important thing we all need to know, is that the problem belongs to everyone. It's all our responsibility to handle antibiotics with care. The more people who know about this problem, the less we will misuse antibiotics, and the more we will preserve the power of these medicines.

CAMPAIGN POSTER

Download the campaign poster 'The future of antibiotics is in your hands' and display during World Antibiotic Awareness Week.



SPREAD KNOWLEDGE, NOT ANTIBIOTIC-RESISTANT INFECTIONS

Practising good hygiene is an important way to help prevent the spread of infection and antibiotic resistance.

Regular hand washing, using soap and running water, is one of the best defences against many of the viruses, bacteria and other microbes that can make us sick. When water is not available, in the car or on public transport for example, alcohol-based hand sanitisers are a convenient, portable and effective option.

If you do get sick, there are some simple things you can do to avoid passing your infection on to others:

- ▶ Cough or sneeze into a tissue, then throw it away
- ▶ Cover your mouth when you sneeze or cough
- ▶ Keep your hands away from your eyes, nose and mouth
- ▶ Stay home until you are fully recovered
- ▶ Avoid sharing cups, glasses and cutlery with others

REMEMBER: Clean hands are one of the best defences against antibiotic-resistant bacteria. It sounds simple, because it is.



Image of hands being washed with soap and running water.

ANTIBIOTICS DON'T WORK FOR ALL INFECTIONS

It's common for coughs, colds, earaches and sore throats to make your child feel sick and miserable, but a child's immune system is very powerful and will clear up most common infections by itself.

Just because symptoms last a long time, doesn't mean children need antibiotics. Most symptoms and infections are self-limiting, and will go away without any treatment.

- ▶ **In 3 days, 6 out of 10 children will no longer have a sore throat**
- ▶ **In 7 days, 9 out of 10 children will no longer have an earache**
- ▶ **In 15 days, 9 out of 10 children will no longer have a cold**
- ▶ **In 25 days, 9 out of 10 children will no longer have a cough.**

Using antibiotics gives bacteria the chance to become resistant to them, meaning the antibiotic will no longer work against the bacteria. Someone who has recently taken antibiotics is more likely to have resistant bacteria in their body. If the resistant bacteria caused a life-threatening infection in the future, it would be much harder to treat.

There are still things you can do to help relieve your child's discomfort. You can help your child feel better by making sure they get plenty of rest, and making sure no one smokes around them. Encourage your child to drink lots of water. This loosens the phlegm and lubricates the throat, so coughing should be less uncomfortable. Try to avoid sugary drinks. If your child has a headache or fever and is irritable or uncomfortable, paracetamol or ibuprofen can help them feel better.

Reducing our use of antibiotics will help reduce antibiotic resistance and ensure that antibiotics are still effective in generations to come.

For more information on when your child might need antibiotics and when you should seek help, visit 'What every parent should know about coughs, colds, earaches and sore throats' on the NPS MedicineWise website.



Image of sharing antibiotics with another person.

MISUSING ANTIBIOTICS CAN CAUSE HARM

By overusing antibiotics, Australians are increasing the problem of antibiotic resistance. This means antibiotics may not work when we need them the most.

Infections caused by antibiotic-resistant bacteria are harder to treat and are more likely to need treatment in hospital and cause complications. In Australia, the prevalence of multi-resistant bacteria (also known as 'superbugs') is increasing. If you have an infection that is caused by bacteria which is resistant to antibiotics you are more likely to die from that infection.

As well as adding to the threat of antibiotic resistance, misusing antibiotics has other risks. Antibiotics can cause side effects. When antibiotics are necessary, the benefits far outweigh the risks, but when they are not needed, you are taking an unnecessary risk.

BETWEEN 1 AND 10 IN EVERY 100 PEOPLE TAKING ANTIBIOTICS WILL EXPERIENCE THESE COMMON SIDE EFFECTS:

- ▶ stomach problems like diarrhoea, nausea and vomiting
- ▶ thrush infections, which can affect the mouth (white patches will be visible) and in women can also occur in the vagina (causing itchiness, pain and discharge).

Other less common side effects are:

- ▶ ongoing diarrhoea caused by an intestinal infection, which may be serious and require further investigation and treatment
- ▶ allergic reactions, such as hives (large, red, raised areas on the skin), fever and breathing problems.



Image of man blowing his nose.

WHAT CAN WE DO TO FIGHT ANTIBIOTIC RESISTANCE?

As members of the community, there are many things we can do to prevent antibiotic resistance:

- ▶ Use antibiotics wisely. When they are needed, take the prescribed dose and complete the whole course of treatment prescribed by your doctor.
- ▶ Don't share antibiotics with another person. This is important because the type of antibiotic may not be targeted to the bacteria causing their particular infection.
- ▶ Don't keep leftover antibiotics to use the next time you are sick. The leftover antibiotic may not be effective against the bacteria causing a new infection.

WHEN YOU DO NEED ANTIBIOTICS

Antibiotics are needed for people who:

- ▶ have serious infections caused by bacteria (eg, whooping cough)
- ▶ have an ongoing health condition (eg, asthma, diabetes or lung disease)
- ▶ are older or in generally poor health, or have a weakened immune system (eg, due to HIV infection)
- ▶ have a higher risk of complications with a respiratory tract infection (complications often include bacterial infections).

This could create more opportunity for resistant bacteria to develop and multiply.

- ▶ Don't ask for antibiotics for your cold or flu, as they have no effect on viruses. Sometimes, however, antibiotics are required to treat secondary bacterial infections. Most coughs, sore throats and earaches will get better without antibiotics.
- ▶ Understand that it is possible to pass on antibiotic resistant bacteria to others. Antibiotic-resistant bacteria can persist in your body for as long as 12 months and may be passed on to family members and others in the community.
- ▶ Prevent the spread of germs by practising good hygiene. Building regular hand washing (using soap and running water) into your routine can help you stay healthy, and can prevent the spread of antibiotic-resistant infections.

This is a problem we have control over. Simple actions we take as individuals can make a difference in reducing antibiotic resistance. **The future of antibiotics is in your hands.**

GET INVOLVED



SHARE OUR MATERIALS AND RESOURCES

NPS MedicineWise has created materials and resources that you can use to spread the message of World Antibiotic Awareness Week (available for you to download or order in print).



USE OUR SOCIAL MEDIA GUIDE

The social media guide included in this campaign toolkit gives you copy you can use to share World Antibiotic Awareness Week messages.



TAKE PART IN THE GLOBAL TWITTER CHAT

This year on November 17, a global conversation will be held on Twitter using the hashtag: **#AntibioticResistance**

Join the conversation and learn more about the problem of antibiotic resistance and appropriate antibiotic use.



AMERICAN EXPRESS OPEN AIR CINEMAS

NPS MedicineWise and American Express Openair Cinemas are hosting **#PreserveThePower**, a national 30-second short film competition to deliver a critical message about the global threat of antibiotic resistance.

Shortlisted films will be aired at American Express Openair Cinemas across Australia. Two first-place winners will be awarded prizes of \$5,000.

Entries close on Monday 13 November 2017. Shortlisted films will be showcased on cinema screens nationwide.



HOST YOUR OWN EVENT

Make a break from the regular grind at work and host your own World Antibiotic Awareness Week event.

Order an event kit from our website (nps.org.au/waaw) which contains decorations that will help you support the week.

Show us your event kit in action! Share a photo of your World Antibiotic Awareness Week event on Facebook, Twitter or Instagram for the chance to win a morning tea for your workplace valued up to \$500.

Remember to follow us, tag **@NPSMedicineWise** in the photo and use the hashtag **#AntibioticResistance**. Visit nps.org.au/waaw-terms for full terms and conditions.



CHOOSING WISELY AUSTRALIA

This World Antibiotic Awareness Week, we are promoting the Choosing Wisely Australia resource '5 questions to ask your doctor or other healthcare provider before you get any tests, treatment or procedure'. The resource promotes conversations about what care is needed, to support better decisions.

MATERIALS AND RESOURCES



EVENT KIT

Display this event kit in your office to help raise awareness of this serious health issue.

Each event kit contains:

- ▶ Antibiotic resistance: the facts, A3 poster
- ▶ The future of antibiotics is in your hands, A3 poster
- ▶ The future of antibiotics is in your hands, flyer x10
- ▶ Conversation starters, A4 x2
- ▶ Balloons, x2
- ▶ Hand sanitiser
- ▶ Tissue
- ▶ Bunting



POSTERS

- ▶ The future of antibiotics is in your hands, A3 poster
- ▶ Antibiotic resistance: the facts, A3 poster
- ▶ Be part of the solution (for prescribers), A3 poster



DIGITAL ELEMENTS

- ▶ Web banner (800x250px)
- ▶ Email banner (600x180px)
- ▶ Social media (1500x500px)

Win \$500

SHARE A PHOTO

Share a photo of your World Antibiotic Awareness Week event on Facebook, Twitter or Instagram for the chance to win a morning tea for your workplace valued up to \$500.

Visit nps.org.au/waaw-terms for full terms and conditions.

SOCIAL MEDIA GUIDE

FOLLOW & TAG

@NPSMedicineWise



ONLINE EVENTS

This year we have a number of online events that you can participate in:

FRIDAY 17TH NOVEMBER
GLOBAL TWITTER CHAT ON ANTIBIOTIC DAY

Join the 24-hour chat from around the world, hosted by participating organisations such as the European Centre for Disease Prevention and Control (@ECDC_EU).

We will be kicking off the chat in Australia from 11am-5pm AEDT. Tweet questions to us using the #AntibioticResistance hashtag, and get involved in the conversation!

THURSDAY 16TH NOVEMBER
PHARMACIST HOUR FACEBOOK CHAT

Have you got a question about #AntibioticResistance? You're not alone. Join us for a special edition of our weekly chat. Ask our pharmacist a question about antibiotics, superbugs, and antibiotic resistance on our Facebook page. Our registered Medicines Line pharmacists will be online from 3-4pm AEDT to provide answers.



WATCH OUR VIDEOS

#SAVETHESCRIPT

We partnered with Tropfest to encourage creative individuals and groups to help spread a vital health message. #SaveTheScript was an industry-first short film competition dedicated to raising awareness of antibiotic resistance. Entrants used their passion for creative storytelling to make a difference to our future by creating a 45 second short film to help raise awareness that antibiotics are losing their effectiveness. Check out our top 15 finalists and share our playlist:

<http://bit.ly/1lzFoBJ>.

SOCIAL MEDIA GUIDE



WATCH OUR VIDEOS

ANSWERING GOOGLE'S MOST ASKED QUESTIONS ABOUT ANTIBIOTIC RESISTANCE

Did you know Australians have a lot of questions about antibiotics and antibiotic resistance? With the help of one of our Medical Advisers, Dr Andrew Boyden, we answered the web's most searched questions about antibiotic resistance.

Check out the video on our campaign page: nps.org.au/waaw.



LONG MESSAGES

- ▶ Before antibiotics, infection was a leading cause of death. Even something as simple as a cut on your finger could lead to a life-threatening infection. Today, we risk losing the effectiveness of antibiotics because of unnecessary prescriptions and unnecessary consumption.
- ▶ Overuse and misuse of antibiotics leads to #AntibioticResistance. The more often antibiotics are used or taken incorrectly, the more chance bacteria have to change and become resistant to them. Antibiotic resistant infections are harder to treat, and are more likely to lead to hospital stays or death.
- ▶ Regular hand washing, using soap and running water, is one of the best defences against antibiotic-resistant bacteria. When water is not available, in the car or on public transport for example, alcohol-based hand sanitisers are a convenient, portable and effective option.
- ▶ It's common for coughs, colds, earaches and sore throats to make your child feel sick and miserable, but a child's immune system is very powerful and will clear up most common infections by itself. Just because symptoms last a long time, doesn't mean children need antibiotics.
- ▶ By overusing antibiotics, Australians are increasing the problem of antibiotic resistance. This means antibiotics may not work when we need them the most.
- ▶ #AntibioticResistance is a problem we have control over. Simple actions we take as individuals can make a difference in reducing antibiotic resistance. The future of antibiotics is in your hands. Visit nps.org.au/waaw to learn what you can do.

SOCIAL MEDIA GUIDE



SHORT MESSAGES

The future of antibiotics is in your hands #AntibioticResistance #WAAW

Before antibiotics, simple bacterial infections could kill
#AntibioticResistance #WAAW

Antibiotics don't work for all infections #AntibioticResistance #WAAW

Before antibiotics, simple bacterial infections could kill
#AntibioticResistance #WAAW

Bacteria become resistant to antibiotics, not people
#AntibioticResistance #WAAW

Spread knowledge, not antibiotic-resistant infections
#AntibioticResistance #WAAW

Green snot doesn't mean you need antibiotics
#AntibioticResistance #WAAW

Antibiotic-resistant bacteria can develop in people after a course of
antibiotics #AntibioticResistance #WAAW

Antibiotic resistance is affecting people in Australia now, causing longer
stays in hospital and a higher death rate #AntibioticResistance #WAAW

Sharing antibiotics and using leftover antibiotics can increase antibiotic
resistance #AntibioticResistance #WAAW

If we don't fight antibiotic resistance, by 2050 up to 10 million people may
die every year from untreatable infections #AntibioticResistance #WAAW

Reducing antibiotic resistance is everyone's responsibility - doctors and
patients #AntibioticResistance #WAAW

HOST YOUR OWN EVENT



CAMPAIGN MATERIALS

Use our resources and materials to create a buzz around the workplace. Display posters and the event kit in common areas. Encourage your IT or web team to add the World Antibiotic Awareness Week graphics to your intranet, homepage or email signature; hyperlink all digital elements to nps.org.au/waaw.

Send a letter to management or your workplace wellness team requesting that your workplace take part in World Antibiotic Awareness Week by hosting an event and/or displaying campaign materials.



PLAN A MORNING TEA

Plan a morning tea for your team one day during the week. You can decorate cupcakes to inspire medicinewise behaviour, or bring in healthy foods that encourage people to think about their health, and ask your co-workers what it means to them to handle antibiotics with care.



START A CONVERSATION ON SOCIAL MEDIA

Use our social media guide to send live tweets from your workplace wellness event. Take photos and tag [@NPSMedicineWise](https://twitter.com/NPSMedicineWise) or hashtag [#AntibioticResistance](https://twitter.com/hashtag/AntibioticResistance) on all social media platforms. Tag people who you think might benefit from learning more about antibiotic resistance.



WEAR PURPLE

To support Antibiotic Awareness Week, choose a day to wear purple (the NPS MedicineWise key colour). Take a photo and tag [@NPSMedicineWise](https://twitter.com/NPSMedicineWise) or hashtag [#AntibioticResistance](https://twitter.com/hashtag/AntibioticResistance). This will show us that you are handling antibiotics with care.



GET CREATIVE

Thanks for engaging your colleagues in this year's campaign. Whether it's an intranet quiz, email to all staff, using the campaign posters or an activity that you can perform together, everything helps to build knowledge and understanding of the importance of building a medicinewise Australia.

CHOOSING WISELY AUSTRALIA

5 QUESTIONS TO ASK.

The Choosing Wisely Australia® campaign has released 123 recommendations of tests, treatments and procedures that may not be necessary and could cause harm to Australian patients as the global healthcare initiative continues to expand and gain momentum in Australia.

The recommendations are released by Australian colleges, societies and associations who have united to join the initiative. 15% of the wide-ranging Choosing Wisely recommendations focus on the urgent need for appropriate and responsible use of antibiotics by all, to reduce further development of antibiotic resistance.

Recommendations include ensuring appropriate antibiotic use for urinary tract infection, upper respiratory infection, leg ulcers, epidermal cysts, acne, and daily consideration of antibiotic de-escalation for intensive care patients.

This Antibiotic Awareness Week, we will be promoting the '5 questions to ask your doctor or other healthcare provider before you get any test, treatment or procedure' resource to help start conversations about when antibiotics are appropriate.

The 5 questions you should consider asking your doctor or health provider is now available in 10 community languages (Arabic, Chinese simplified, Chinese traditional, Croatian, Greek, Italian, Korean, Macedonian, Spanish and Vietnamese).

Visit choosingwisely.org.au/resources/translated-information to access these resources.

Click on the links below to download this resource as a PDF:

- ▶ A3 size - 5 questions to ask your doctor
- ▶ A4 size - 5 questions to ask your doctor
- ▶ Poster size - 5 questions to ask your doctor

Choosing Wisely Australia
An initiative of NPS MedicineWise

NPS MEDICINEWISE

5 QUESTIONS

TO ASK YOUR DOCTOR OR OTHER HEALTH CARE PROVIDER BEFORE YOU GET ANY TEST, TREATMENT OR PROCEDURE

Some tests, treatments, and procedures provide little benefit. And in some cases, they may even cause harm. Use the 5 questions to make sure you end up with the right amount of care – not too much and not too little.

- DO I REALLY NEED THIS TEST, TREATMENT OR PROCEDURE?** Tests may help you and your doctor or other health care provider determine the problem. Treatments (such as medicines) and procedures may help to treat it.
- WHAT ARE THE RISKS?** Will there be side effects to the test or treatment? What are the chances of getting results that aren't accurate? Could that lead to more testing, additional treatments or another procedure?
- ARE THERE SIMPLER, SAFER OPTIONS?** Are there alternative options to treatment that could work? Lifestyle changes, such as eating healthier foods or exercising more, can be safe and effective options.
- WHAT HAPPENS IF I DON'T DO ANYTHING?** Ask if your condition might get worse – or better – if you don't have the test, treatment or procedure right away.
- WHAT ARE THE COSTS?** Costs can be financial, emotional or a cost of your time. Where there is a cost to the community, is the cost reasonable or is there a cheaper alternative?

For further information visit choosingwisely.org.au

Adapted from material developed by Consumer Reports. Choosing Wisely Australia is an initiative involving clinicians, consumers and healthcare stakeholders to start important conversations about unnecessary tests, treatments and procedures. With a focus on high-quality care, Choosing Wisely Australia is being led by Australia's medical colleges and societies and facilitated by NPS MedicineWise.

Some content is based on publicly available information at the time of creation. This information is not intended as a substitute for professional medical advice and should not be used for diagnosis or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding your health. ©2018 Choosing Wisely Australia. All rights reserved. Read our full disclaimer at www.choosingwisely.org.au



CONTACT

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