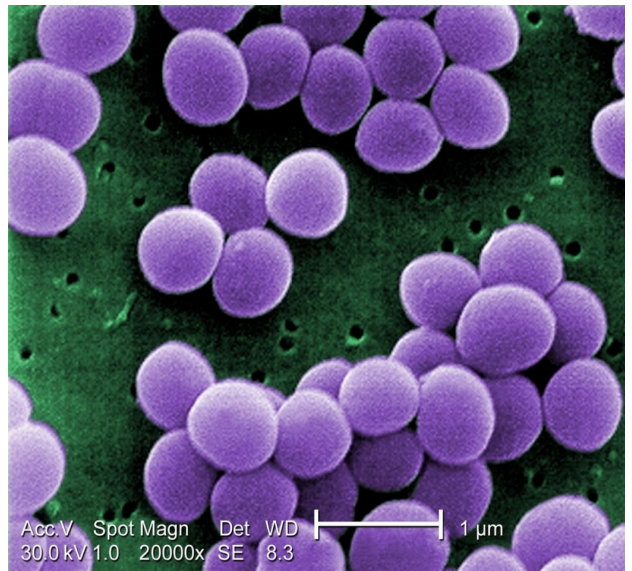


Toolkit



World Antibiotic Awareness Week

#KeepAntibioticsWorking

12-18 November, 2018

Content

About the World Antibiotic Awareness Week (12-18 November) / European antibiotic awareness day (18 November)	3
#KeepAntibioticsWorking 2018	5
Key messages	6
Images	7
Social Media posts	8

About the World Antibiotic Awareness Week

European Antibiotic Awareness Day

The **World Antibiotic Awareness Week** (WAAW) of the World Health Organisation aims at increasing awareness of global antibiotic resistance and encouraging best practices among the general public, healthcare professionals and policy makers to avoid the further emergence and spread of antibiotic resistance.

The European Antibiotic Awareness Day (EAAD) is an annual European public health initiative that takes place during the WAAW on 18 November to raise awareness about the threat of antibiotic resistance and the importance of prudent antibiotic use. It was created by the European Centre for Disease Prevention and Control.

We invite you all to actively get involved in the fight against resistance to antibiotics!

This toolkit has been designed to provide you with the essential information you need to take part in the campaign. We hope that it will help inspire and assist you to develop your own awareness activities and actions.

Objectives

- to support efforts promoting the best and safest use of antibiotics in the hospital setting through dissemination of evidence-based educational and information materials.
- to empower healthcare professionals to take action.

Do you want to commemorate the WAAW/EAAD but aren't sure how to start?

When	12 to 18 November 2018
What	Raise awareness of the contribution of hospital pharmacists in fighting antimicrobial resistance
Who	Pharmacist, hospital pharmacist and health professionals
Where	All over the world
How	Use #KeepAntibioticsWorking and #EAHP in your online communication

This toolkit includes messages and images to help you spread the word about WAAW/EAAD on Twitter, Facebook, and other platforms. We encourage you to adapt these messages to meet your needs.

Included in this toolkit

- Key messages
- Social media images and Web banner
- Social media messages

World Antibiotic Awareness Week / European Antibiotic Awareness Day 2018

The emergence of antibiotic resistance is recognised as a major public health concern. According to the European Commission¹, 25,000 patients die annually in the EU alone as a result of infections caused by resistant bacteria, while globally the number could be as high as 700,000.

In the last decades we have witnessed an increase in the ability of a microorganism to mutate and stop an antimicrobial from working against it. As a consequence, only a limited number of antibiotics is available to treat infections caused by resistant bacteria. Antimicrobial resistance has a direct negative outcome not only for the patients (persistence and spread of infections), but also the healthcare budget due to increased treatment costs. Consequently, significant concerted actions need to be undertaken in order to ensure that prevention protocols and standards are implemented and used.

This year's EAAD theme is "keep antibiotics working". The theme explores the role of all healthcare workers in reducing antibiotic resistance in hospitals and other healthcare settings through infection prevention and control measures. Learn more about this year's theme at <https://antibiotic.ecdc.europa.eu/en>

During WAAW and on EAAD, EAHP encourages hospital pharmacists to actively engage. Hospital pharmacists should promote their contribution to multidisciplinary care teams. Moreover, they should promote their role in reviewing antibiotic duration, advising on the

¹ Factsheet - AMR: A major European and Global challenge:
https://ec.europa.eu/health/amr/sites/amr/files/amr_factsheet_en.pdf

cessation of inappropriate antibiotic treatments, and educating other healthcare professionals on the restricted use of certain antibiotics.

How to get involved?

Taking part in World Antibiotic Awareness Week/ European Antibiotic Awareness Day is an excellent occasion for hospital pharmacists, health professionals, advocates, patients, governments and the general public not only to discuss, but also to take concrete steps towards improving preventive efforts against infections and changing how we produce, market, prescribe and use antibiotics.

Key messages

- **Improve stewardship of antimicrobials locally via your hospital pharmacist**

National governments and health system managers need to take proactive steps in order to develop and benefit from the key resource that is within their midst in terms of combating antimicrobial resistance: the hospital pharmacist. The reason is evident: his/her specialised background and practical knowledge in the area of appropriate antibiotic use. The national level AMR crisis strategic response must include the hospital pharmacist and the use of antibiotic stewardship teams.

- **Highlight the need for new incentives to develop antibiotics**

An urgent review of the current research and development environment for new antibiotics, and development of fresh proposals for pan-European action on the matter is needed. National governments should be encouraged to increase investment to support the development of innovative proposals and the encouragement of practice based research projects to investigate new fields of infectious disease control such as immunotherapy.

- **Set an example by using prophylactic measures like vaccination and hygiene**

The efforts of prophylaxis like vaccination and hygiene are additional supportive, important and need to be further enhanced. Ensure in your own work environment that hand hygiene as the single most important prophylactic measure is further prompted.

More information [here](#).

Social media images and banner

Social media images have been developed. The different sizes are adapted for use on platforms such as Facebook, Twitter, LinkedIn and Instagram. We encourage you to share these Images together with messages in your language that are adapted to your needs.

Social media messages

Hashtags: Share messages, images and other materials on social media and online using the hashtag #KeepAntibioticsWorking

Tips: When you tweet, please tag @EAHPtweet so we can see and amplify your tweet.

Images: Feel free to use the photos provided under Social Media Images to go with the suggested or your own messages.

Throughout the campaign, we at EAHP will be communicating via our social media channels

Suggested social media messages:

1. Leading up to European Antibiotic Awareness Day

Mark your calendars! European Antibiotic Awareness Day is on 18 November! #KeepAntibioticsWorking

2. During the World Antibiotic Awareness Week (12-18 November) and EAAD (18 November)

It's European Antibiotic Awareness Day! Did you know that 25,000 patients die annually in the EU alone as a result of infections caused by resistant bacteria? Prophylactic measures such as hand hygiene can help to #KeepAntibioticsWorking!

Bacteria don't care about borders. Let's join forces to increase our impact in the fight against resistance to antibiotics. #KeepAntibioticsWorking

	https://www.facebook.com/eahp.eu/
	https://twitter.com/EAHPTweet (@EAHPtweet)
	https://www.youtube.com/EAHP
	https://www.instagram.com/eahpofficial/

How to #KeepAntibioticsWorking? Create multidisciplinary antimicrobial stewardship teams in the hospital! Have a look at the position paper of #EAHP to learn more about the added value of such teams: <https://bit.ly/2uiQbkc>

On European Antibiotic Awareness Day, we call on governments to increase investment to support the development of innovative proposals! #KeepAntibioticsWorking

The hospital pharmacist = the ace up our sleeve in fighting resistant bacteria #KeepAntibioticsWorking <https://bit.ly/2uiQbkc> #EAHP