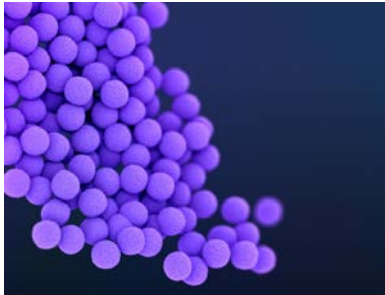


CDC AR Education Efforts for the Public



THE #GLOBALAMRCHALLENGE
SEPT. 2018-SEPT. 2019

GET AHEAD
OF **SEPSIS**

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.



**BE
ANTIBIOTICS
AWARE**

SMART USE, BEST CARE

Be Antibiotics Aware



“The Right Tool” PSA

<https://www.youtube.com/watch?v=dETK7Jc-XWA>



Be Antibiotics Aware Target Audiences

Consumers:

- **Current¹:**
 - **Women and mothers ages 18-64 (African American, Caucasian and Hispanic)**
- **New²:**
 - **Spanish-Speaking women, 26-64**
 - **Healthy adults who visit urgent care, 26-64**
 - **Community dwelling older adults, 65+**
 - **Family caregivers of adults in nursing homes**

Healthcare providers:

- **Current¹:**
 - **Emergency Department Physicians**
 - **Urgent Care Physicians**
 - **Hospitalists**
 - **Nurse Practitioner (NP) and Physician's Assistants (PAs)**
 - **Family Practitioners**
- **New²:**
 - **Dentists**
 - **Nurses in nursing homes (Registered Nurses, Directors of Nursing)**
 - **Advanced practice providers in nursing homes (Physicians, PAs, NPs, Advanced practice RNs)**
 - **Community pharmacists**

1. Formative research was conducted in summer 2017.

2. Health message testing will start in summer/fall 2019.

Consumer Formative Research Findings

- Most believe antibiotic resistance is a serious issue, but very **few understand how it occurs**.
- Many understand that antibiotics treat bacterial infections, but there is some **confusion about which illnesses are viral or bacterial**.
- Most are generally unaware of **unintended consequences** or antibiotic-adverse events, but many are not concerned.
- Most consumers would be **satisfied without receiving an antibiotic**, as long as their healthcare provider gave them something for their symptoms.
- Many **like the idea of delayed prescribing**, but some would not wait the full two days to get an antibiotic prescription filled.

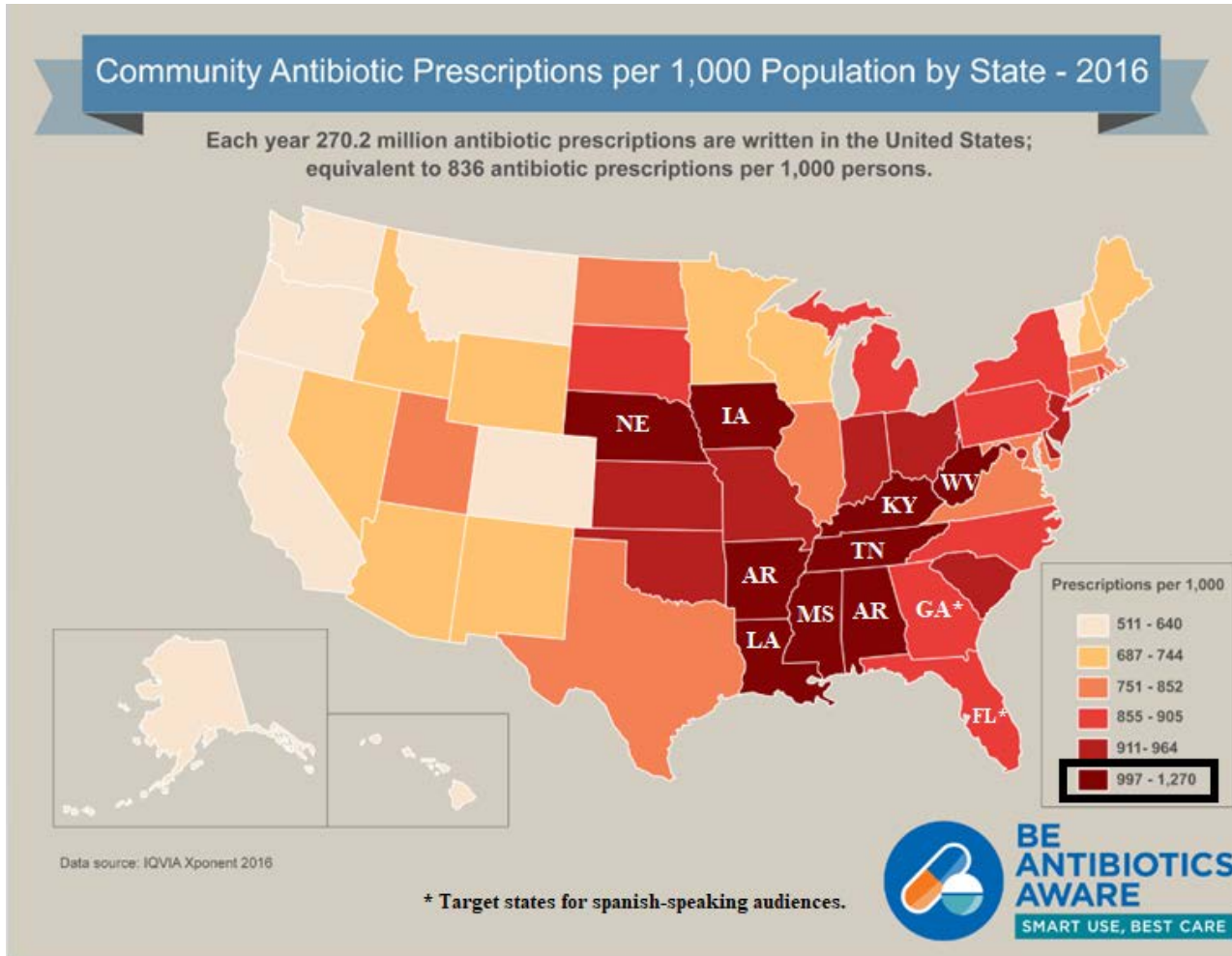
Current Consumer Target Audiences and Core Messages*

Consumer Target Audience: Women and mothers ages 18-64 (African American, Caucasian and Hispanic)

Audience	“Know”	“Do”
Self-Demander	Antibiotics aren’t always the answer; they won’t make you feel better if they’re not needed.	Ask your healthcare professional about the most appropriate treatment for your illness.
Caregiver-Demander	Antibiotics may do more harm than good when they aren’t needed.	Ask your healthcare professional about the most appropriate treatment for your family.
Self-Expector	Antibiotics aren’t always the answer; they won’t make you feel better if they’re not needed.	Ask your healthcare professional about the most appropriate treatment for your illness
Caregiver-Expector	Antibiotics may do more harm than good to your child when they aren’t needed.	Ask your child’s healthcare professional about the most appropriate treatment for your child’s illness.

*Core messages were developed based on findings from formative research.

Be Antibiotics Aware Target States



- *Be Antibiotics Aware* targets states with the highest prescribing rates.
 - Likely that inappropriate antibiotic use could be higher in states with high prescribing rates.
- Georgia and Florida are target states for Spanish-speaking audiences.
 - Both states have large Spanish-speaking populations and high prescribing rates.

Be Antibiotics Aware Materials

Materials for healthcare providers and consumers include:

- Fact sheets
- Posters
- Brochure
- Video, radio, and print public service announcements (PSAs)
- Shareable GIFs and graphics
- Animated video

AN ANTIBIOTIC IS THE WRONG TOOL TO TREAT A VIRUS.

Make sure you use the right tool for the job.

Antibiotics save lives by treating certain infections caused by bacteria, not viruses like colds or flu. When they're not needed, antibiotics won't help you, and the side effects could still hurt you. Ask your doctor when an antibiotic is the right tool for your illness and when it's not.

To learn more about antibiotic prescribing and use, visit www.cdc.gov/antibiotic-use.

BE ANTIBIOTICS AWARE
SMART USE, BEST CARE

DO YOU NEED ANTIBIOTICS?

You feel sick and miserable and want to get better fast. It could be a cold or even the flu. You're probably thinking you need antibiotics to knock out your illness and help you feel better. **Not so fast!** When antibiotics aren't needed, they won't help you, and the side effects could still hurt you.

8 WAYS TO BE ANTIBIOTICS AWARE

1. Antibiotics save lives, but they aren't always the answer when you're sick.
2. Antibiotics do not work on viruses.
3. Antibiotics are only needed for treating certain infections caused by bacteria.
4. An antibiotic will NOT make you feel better if you have a virus.
5. Any time antibiotics are used, they can cause side effects.
6. Taking antibiotics creates resistant bacteria.
7. If you need antibiotics, take them exactly as prescribed.
8. Stay healthy: clean hands, cover coughs, and get vaccinated for the flu, for example.

BE ANTIBIOTICS AWARE
SMART USE, BEST CARE

Talk to your healthcare provider about the best way to feel better.

Viruses or Bacteria
What's got you sick?

Antibiotics are only needed for treating certain infections caused by bacteria. Viral illnesses cannot be treated with antibiotics. When an antibiotic is not prescribed, ask your healthcare professional for tips on how to relieve symptoms and feel better.

Common Condition	Common Cause			Are Antibiotics Needed?
	Bacteria	Bacteria or Virus	Virus	
Strep throat	✓			Yes
Whooping cough		✓		Yes
Urinary tract infection	✓			Yes
Sinus infection		✓		Maybe
Middle ear infection		✓		Maybe
Bronchitis/Chest cold (in otherwise healthy children and adults)*		✓		No*
Common cold/runny nose			✓	No
Sore throat (except strep)			✓	No
Flu			✓	No

* Studies show that in otherwise healthy children and adults, antibiotics for bronchitis won't help you feel better.

BE ANTIBIOTICS AWARE
SMART USE, BEST CARE

To learn more about antibiotic prescribing and use, visit www.cdc.gov/antibiotic-use.

Why does taking antibiotics lead to antibiotic resistance?

Any time antibiotics are used, they can cause side effects and lead to antibiotic resistance. Antibiotic resistance is one of the most urgent threats to the public's health. Always remember:

1. Antibiotic resistance does not mean the body is becoming resistant to antibiotics. It is that bacteria have become resistant to the antibiotics designed to kill them.
2. When bacteria become resistant, antibiotics cannot fight them, and the bacteria multiply.
3. Some resistant bacteria can be harder to treat and can spread to other people.

What is the right way to take antibiotics?

If you need antibiotics, take them exactly as prescribed.

Improving the way healthcare professionals prescribe antibiotics and the way we take antibiotics helps keep us healthy now, helps fight antibiotic resistance, and ensures that these life-saving drugs will be available for future generations.

Talk with your doctor if you have any questions about your antibiotics, or if you develop any side effects, especially diarrhea, since that could be Clostridium difficile infection (also called C. diff) or C. diff, which needs to be treated. C. diff can lead to severe colon damage and death.

What are the side effects?

Common side effects range from minor to very severe health problems and can include:

- Rash
- Diarrhea
- Nausea
- Dizziness
- Yeast infections

More serious side effects can include:

- Clostridium difficile infection
- Severe and life-threatening allergic reactions

To learn more about antibiotic prescribing and use, visit www.cdc.gov/antibiotic-use.

Antibiotics Aren't Always the Answer.

BE ANTIBIOTICS AWARE
SMART USE, BEST CARE

IMPROVING ANTIBIOTIC USE

Do I really need antibiotics?

SAY YES TO ANTIBIOTICS when needed for certain infections caused by bacteria.

SAY NO TO ANTIBIOTICS for illnesses such as colds and flu, or many rashes, even if the rash is thick, yellow or green. Antibiotics also won't help for some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.

Antibiotics are only needed for certain infections caused by bacteria. Antibiotics do NOT work on viruses.

Do antibiotics have side effects?

Anytime antibiotics are used, they can cause side effects. When antibiotics aren't needed, they won't help you, and the side effects could still hurt you. Common side effects of antibiotics can include:

- Rash
- Diarrhea
- Nausea
- Yeast infections
- Dizziness

Some see more serious side effects like Clostridium difficile infection (also called C. diff) or C. diff, which causes diarrhea that can lead to severe colon damage and death. People can also have severe and life-threatening allergic reactions.

Antibiotics save lives, and when a patient needs antibiotics, the benefits outweigh the risks of side effects.

1 out of 5 need an unrelated visit to the ED are from reactions to antibiotics.

BE ANTIBIOTICS AWARE
SMART USE, BEST CARE



**BE
ANTIBIOTICS
AWARE**

SO YOU CAN

**GET AHEAD
OF SEPSIS**



Get Ahead of Sepsis



“The Domino Effect” PSA

https://www.youtube.com/watch?v=zdP_INpSb64

“DO YOU KNOW ABOUT SEPSIS?”

It's time to talk about sepsis. Why? Because any infection – like a wound, pneumonia, or a urinary tract infection – can lead to sepsis. Because sepsis is a medical emergency.

If you or a loved one suspects sepsis or has an infection that's not getting better, ask your doctor or nurse, “Could this infection be leading to sepsis?”

GET AHEAD OF SEPSIS
KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.

CDC
CDC.gov/sepsis

ANTIBIOTICS ARE THE MOST POWERFUL TOOL WE HAVE TO FIGHT INFECTIONS AND SEPSIS.

WHEN SEPSIS IS SUSPECTED, ANTIBIOTICS SHOULD BE STARTED IMMEDIATELY.

TRACK PATIENT PROGRESS TO INFORM THERAPY REASSESSMENT AFTER 24-48 HOURS.

Keep antibiotics working. You play a critical role in appropriate antibiotic use that could be life-saving for patients with sepsis.

How can I prevent infections that could lead to sepsis?

GET AHEAD OF SEPSIS
KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.



Materials now available in Spanish!

For more information, visit www.cdc.gov/antibiotic-use and www.cdc.gov/sepsis.



Partnering to Amplify Messages

- CDC leverages partners from around the world and across industries and sectors to amplify messages related to AMR, antibiotic stewardship and sepsis.
- During USAAW in November, CDC provides partners with materials, messages, and updated information on CDC's stewardship portfolio.
- September is Sepsis Awareness month. CDC works with partners such as Sepsis Alliance to amplify messages and increase awareness of the signs and symptoms of sepsis.



Be Antibiotics Aware Impact

August 31, 2017-April 30, 2019

Engagement

2.6+ million visits to CDC's antibiotic use website

863,000+ organic social media engagements (likes, comments, shares, clicks, video views)

173,400+ URL clicks on paid advertisements

272,000+ material downloads

50,000+ URL clicks on GovDelivery Emails

34,000+ partner toolkit views

Reach

144+ million impressions from PSAs

29+ million consumers and healthcare providers reached via paid media

7.6+ million reached via Blog Tour

4,900+ CDC articles have been placed

Get Ahead of Sepsis Impact

August 31, 2017–April 30, 2019

Engagement

1.1+ million visits to CDC sepsis website

471,000+ organic social media engagements
(likes, comments, shares, clicks, video views)

295,000+ URL clicks
on paid advertisements

215,000+ material downloads

64,000+ materials ordered from
CDC Warehouse

60,000+ URL clicks on GovDelivery Emails

4,000+ partner toolkit views

Reach

112+ million impressions
from PSAs

28.3+ million consumers
and providers reached
via paid media

5.4+ million reached via Blog Tour

7,000+ CDC articles
have been placed

CDC's AR, Antibiotic Use Drumbeat to the General Public



Healthy habits **can protect you from infections and help stop germs from spreading.**



Antibiotic resistance **can affect people at any stage of life.**



When antibiotics aren't needed - like for a cold or flu - they won't help you, and the side effects could still hurt you.

And...



How Antibiotic Resistance Happens

(antibiotic resistance = infections that can't be treated with drugs 🤒)

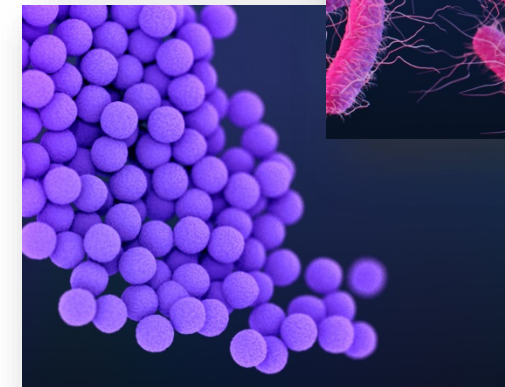
Protect yourself from staph infections:

- Keep hands clean and cover wounds. 🧴
- Avoid sharing items that contact skin, such as towels, razors, and needles. 🧴

Learn more ways you can reduce staph infection.

CDC's 2019 AR Threats Report

- Plain language
- High-impact visuals
- One voice



**ERYTHROMYCIN-RESISTANT
GROUP A *STREPTOCOCCUS***

THREAT LEVEL CONCERNING

 XXXX Estimated drug-resistant infections in 2017	 XXXX Estimated deaths in 2017
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Group A *Streptococcus* (GAS) bacteria can cause mild infections such as sore throat and impetigo, and severe invasive disease such as cellulitis, pneumonia, flesh-eating infections, and sepsis.



Questions?

Thank you!