

# **Outcomes of European and World Antibiotic Awareness Campaigns**

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# European Antibiotic Awareness Day (EAAD)



- A **European health initiative** coordinated by ECDC.
- **Launched in 2008** with support from the European Commission, European Parliament, EU Member States and non-governmental health stakeholders across the EU.
- European Antibiotic Awareness Day is marked across Europe on **18 November**.
- The campaign builds on **successful national campaigns** to raise awareness about the threat to human health of antibiotic resistance and communicate about prudent use of antibiotics.

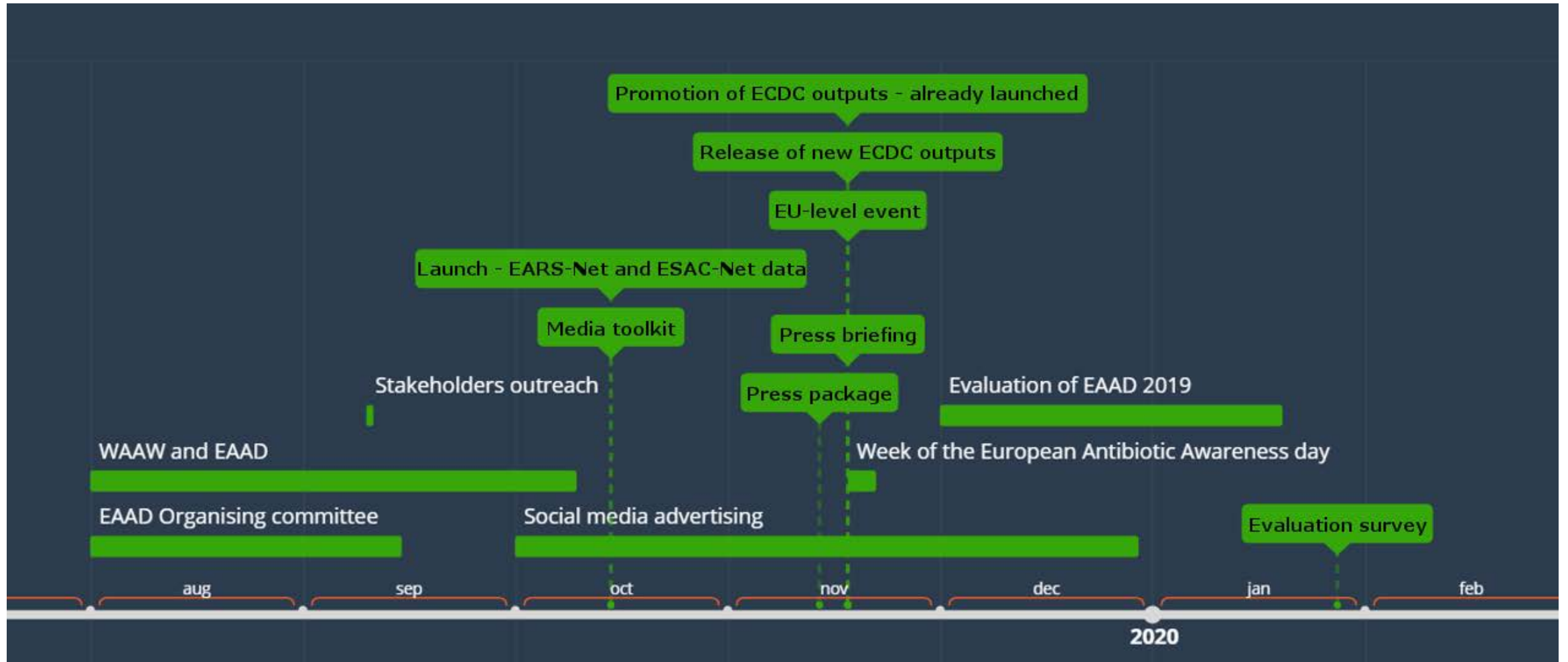
The screenshot shows the website for European Antibiotic Awareness Day. At the top, there is a navigation bar with links for 'Plan a campaign', 'For healthcare workers', 'Get informed', 'Get involved', and 'Campaigns in Europe'. A language dropdown menu is set to 'English (en)'. Below the navigation bar, there is a main content area with a 'News release' section. The news release text states: '1 in 3 patients received at least one antimicrobial on any given day. Some of this use may be unnecessary and contribute to the spread of antimicrobial resistance.' Below the text is a button that says 'Read the 2018 news release'. To the right of the news release is a large image of various medications, including pills and capsules. Below the main content area, there is a horizontal menu with four items: 'News release', 'Burden of infections with resistant bacteria', 'Materials for healthcare workers in hospitals', and 'Partners'. At the bottom of the screenshot, there is a section titled '#KeepAntibioticsWorking: join us on social media!'. This section includes a photograph of a healthcare professional in a white coat using a laptop and a smartphone. The text asks healthcare professionals, patient associations, and policymakers to join the campaign by posting their own message, picture, or video using the #KeepAntibioticsWorking hashtag. Below the text is a button that says 'Read about the #KeepAntibioticsWorking campaign'.

# EAAD objectives



- Support national activities aimed at **behaviour change and awareness raising** about antibiotic resistance and prudent antibiotic use among the general public, primary care prescribers and professionals in hospitals and other healthcare settings.
- Contribute to the EU and global discussions about antibiotic resistance to ultimately **slow down the emergence and spread** of antibiotic-resistant bacteria and **keep antibiotics working**.

# EAAD timeline



EAAD is an **European health initiative** coordinated by ECDC, which runs **throughout the year** and is marked across Europe by national campaigns on (or around) 18 November, in partnership with the WHO World Antibiotic Awareness Week.

As you see in the timeline it is a lot of different activities taking place ahead of the European Antibiotic Awareness day. (What we don't see in the timeline is the planning phase, strategies, budget, work plan, procurement, evaluation process – which take place in February, March, April – as well as the TAC meeting.)

Next slide: Objectives – How do we do it?

# Target audiences and topics



So far we have been focusing on the following targets – **general public**, in 2008, **primary care practitioners** in 2009 and **hospital prescribers** in 2010.

In 2011 and 2012 we did not have prepared material for a new target audience, but we focused on **consolidation** and mainly on the translation of the available material in order to leave it for the countries to decide on the specific target audience and the material to use for their national campaigns.

### **General Public**

- Antibiotics won't work in the case of cold or flu
- Take antibiotics responsibly
- Keeping antibiotics effective is everybody's responsibility

### **Primary Care practitioners**

- Growing antibiotic resistance threatens the effectiveness of antibiotics now and in the future
- Rising levels of antibiotic resistant bacteria could be curbed by encouraging limited and appropriate antibiotic use in primary care patients
- Communicating with patients is key

### **Hospital professionals**

- Antibiotic-resistant bacteria have become an everyday occurrence and problem in hospitals across Europe.
- Patients who are hospitalized have a high probability of receiving an antibiotic and up to 50% (depending on national figures) of all antibiotic use in hospitals can be inappropriate;
- Prudent use of antibiotics can prevent the emergence and selection of antibiotic-resistant bacteria.
- Multifaceted strategies which include use of ongoing education, use of evidence-based hospital antibiotic guidelines and policies, restrictive measures and consultations from infectious disease physicians, microbiologists and pharmacists, may result in better antibiotic prescribing practices and decreasing antibiotic resistance.

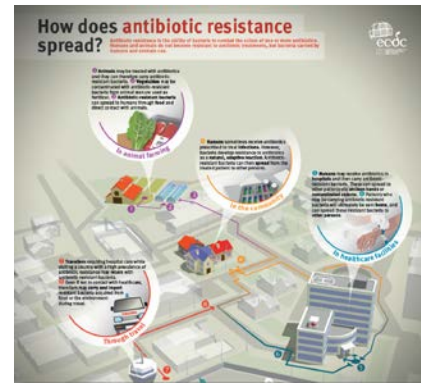
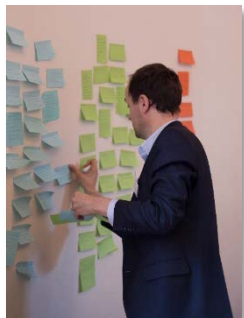
# Support to national activities





- Communication toolkits
- Media toolkits
- Technical Advisory Committee meetings
- Training module and pilot training
- Other materials e.g. Infographics, patient stories, videos.
- Website
- Translations
- Communication component in country visits




**Kelly**  
Antibiotics are being "overprescribed", leading to greater resistance, a former patient says. Kelly Strudwick was diagnosed with a urinary tract infection. (Courtesy of BBC)

[Watch a video on the BBC website >](#)



**Paolo**  
Paolo fell ill with a serious urinary tract infection with an E. coli resistant to many antibiotics. It took two months and three courses of different antibiotics before his infection was successfully treated.

[Read his story >](#)



**Lili-Karin**  
Lili-Karin caught a bacterium resistant to multiple antibiotics after a traffic accident followed by hospital stay while on holiday abroad. When transferred to a hospital back home, she had to be placed in a special room, isolated from other patients.

[Read her story >](#)



**Mohammed**  
Cancer chemotherapy had weakened Mohammed's immune system, allowing an infection with a highly resistant type of E. coli to take hold. His doctors were able to successfully treat him with last-line antibiotics.

[Read his story >](#)





Our main customers are the national authorities who organise and fund these campaigns. However, over the years we have worked with professional organisations, to support in the development of activities promoting prudent use of antibiotics.

# EAAD website



## EUROPEAN ANTIBIOTIC AWARENESS DAY A EUROPEAN HEALTH INITIATIVE

Plan a campaign For healthcare workers Get informed Get involved Campaigns in Europe

### News release

1 in 3 patients received at least one antimicrobial on any given day. Some of this use may be unnecessary and contribute to the spread of antimicrobial resistance.

[Read the 2018 news release](#)

News release Burden of infections with resistant bacteria Materials for health hospi

### #KeepAntibiotic media!

As a healthcare professional, what patient association do you contribute to? Everyone can join the Day - posting his/her own #KeepAntibiotic hashtag. Tell the world what you contribute to at a collective level, to use antibiotics responsibly.

[Read about the #KeepAntibiotic](#)



**Antibiotic Guardian**

Antibiotic resistance is one of the biggest threats facing us today. Become an antibiotic guardian - keep antibiotics working.

Choose one simple pledge about how you'll make better use of antibiotics and help save these vital medicines from becoming obsolete.

Antibiotic Guardian is a UK-wide campaign.

[Antibiotic Guardian website](#)



- ### Campaigns in the UK and Ireland
- e-bug: Fun games and teaching resources about microbes and antibiotics - Public Health England
  - Antibiotic awareness resources: 2017 - Public Health England
  - European Antibiotic Awareness Day - Scottish medicines consortium
  - Antibiotic resistance: Awareness campaign, resources - Public Health Wales
  - Under the weather, Health Service Executive Ireland
  - Antibiotic prescribing, Health Service Executive, Ireland

## DEN EUROPEISKE ANTIBIOTIKA DAGEN ET EUROPEISK FOLKEHELSEINITIATIV

Planlegge en kampanje For helsepersonell Bli informert Engasjer deg Kampanje i E

### Pressemelding

Hver dag får én av tre pasienter minst ett antimikrobielt middel. Noe av dette kan være unødvendig og bidrar til spredning av antimikrobiell resistens.

[Les mer](#)

Pressemelding Byrden av infeksjoner forårsaket av resistente bakterier Kommunik

### #KeepAntibiotic

I forbindelse med Den europeiske sykehustedere, farmasøyter, statlige institusjoner og publ hvor de forklarer hva de gjør har et ansvar for å sikre at i

Hvis du vil støtte kampanjen november 2018, med emne

[Les mer](#)

• Hvilke medisin og sykdomsforhold  
• Fødsel og barn- og eldreomsorg  
• Forberedelse, stasjon eller taksiderier  
• Fysioterapeuter  
• SS senger  
• Sykepleiere  
• Vokaler med 3 uker på sykehus  
• Helse med barn  
• Kjølig berøring og hygiene

Mindre alvorlige sykdommer som vanligvis kan være til dødsfall hvis forlenger.

• Ikke bli smittet eller smittet av andre  
• For barn med antibiotika, vær trykkelig og bruk alltid bered

**Kampanje i Norge - Antibiotikabruk i primærhelsetjenesten**

Norske retningslinjer for antibiotikabruk i primærhelsetjenesten

[Gå til kampanjenettstedet](#)



**Kampanje i Norge - Antibiotika i sykehus**

Nasjonale faglig retningslinjer for bruk av antibiotika i sykehus

[Gå til kampanjenettstedet](#)

## EUROPEJSKI DZIEŃ WIEDZY O ANTYBIOTYKACH EUROPEJSKA INICJATYWA ZDROWOTNA

Planowanie kampanii Dla pracowników służby zdrowia Informacje Weź udział Kampanie

### Obciążenie związane z zakażeniami wywołanymi przez oporne bakterie

Co roku 33 000 ludzi umiera na zakażenia wywołane przez bakterie odporne na antybiotyki.

[Zobacz infografikę](#)

News release Obciążenie związane z zakażeniami wywołanymi przez oporne bakterie New commu

### #KeepAntibiotic

Z okazji Europejskiego Dnia Wiedzy o Antybiotykach, w dalszym ciągu będzie propagowanie racjonalnego stosowania antybiotyków zarówno wśród społeczeństwa jak i profesjonalistów medycznych.

[Dowiedz się więcej](#)



**Kampania w Polsce - Europejski Dzień Wiedzy o Antybiotykach**

W 2017 r. głównym tematem Europejskiego Dnia Wiedzy o Antybiotykach, w dalszym ciągu będzie propagowanie racjonalnego stosowania antybiotyków zarówno wśród społeczeństwa jak i profesjonalistów medycznych.

[Przejdź do strony internetowej kampanii](#)



**Kampanie w Europie**

A number of initiatives are taking place across Euro to spread the messages on the risks associated with inappropriate use of antibiotics and how to take antibiotics responsibly.

[Kampanie w Europie](#)

## GIORNATA EUROPEA DEGLI ANTIBIOTICI UN'INIZIATIVA EUROPEA PER LA SALUTE

Progettare una campagna Per il personale sanitario Cosa dovete sapere Partecipate alla campagna Campagne in Europa

### Comunicato stampa

Un paziente su tre ha ricevuto almeno un antimicrobico in un determinato giorno. In alcuni casi questo utilizzo può rivelarsi superfluo e contribuire alla diffusione della resistenza antimicrobica.

[Per saperne di più \(in inglese\)](#)

Comunicato stampa Incidenza delle infezioni da batteri resistenti Pacchetto di strumenti Partner

### #KeepAntibioticsWorking

In occasione dell'EAAD stiamo chiedendo a medici, infermieri, dirigenti ospedalieri, farmacisti, allevatori, veterinari, responsabili politici, organizzazioni professionali e associazioni di pazienti, istituzioni governative e al grande pubblico, di condividere un messaggio su Twitter, Facebook o Instagram, spiegando ciò che stanno facendo per garantire che questi medicinali continuino ad essere efficaci. Per sostenere la campagna è possibile condividere messaggi, immagini o video nella settimana dal 12 al 18 novembre 2018, utilizzando l'hashtag #KeepAntibioticsWorking.

[Ulteriori informazioni](#)



Campagna in Italia: Ministero della



Campagna in Italia

Tweet @EEAAD\_EU

EAAD @EAAD\_EU  
Got a cold? Antibiotics don't fight the viruses that cause cold and flu - fluids and plenty of rest do. Take care this influenza season, not antibiotics. #KeepAntibioticsWorking #EAADvimeo.com/158643267

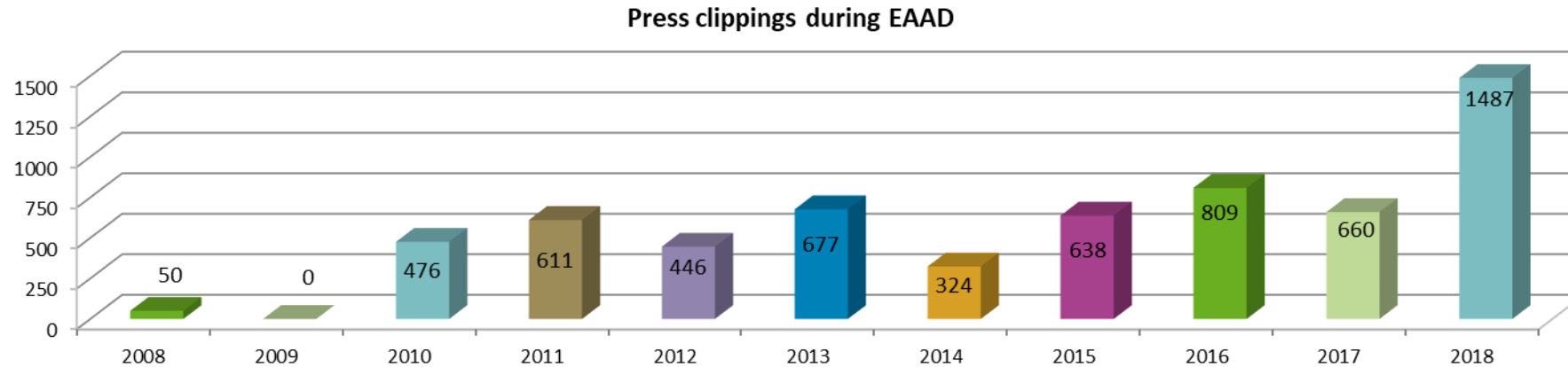
Vimeo @Vimeo

Our materials are available on the EAAD website in EU languages, and they are free to use by anyone who wishes to organise for example a campaign, an initiative, activities in universities... as long as they are not used for commercial purposes.

# Evaluation: some general facts

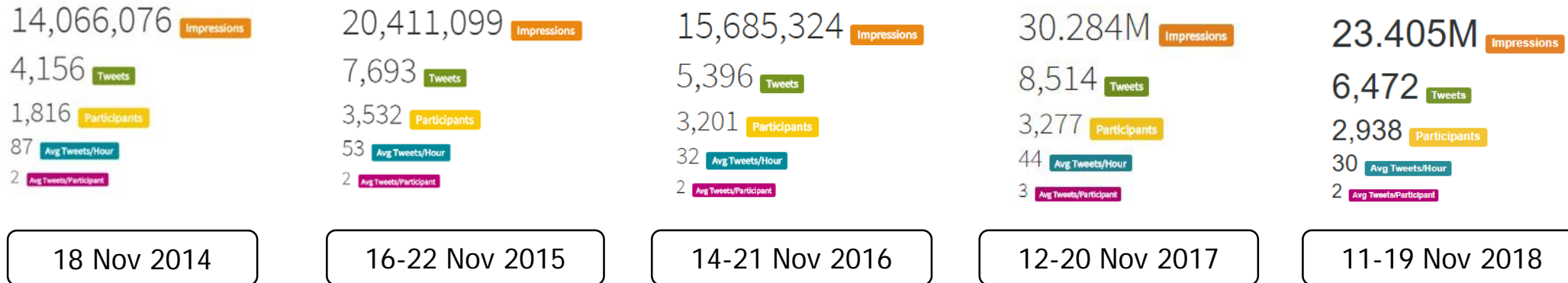
- Knowledge about antibiotics and antibiotic resistance amongst the general public is increasing slowly.
- Steady national participation in EAAD (and WAAW since 2014):
  - started with 28 EU/EEA countries in 2008
  - reached 47 European countries in 2015
- Significant increase in traffic for ECDC and EAAD websites during the week which includes 18 November

# Evaluation: media coverage; 2008 to 2018



- The figures for 2009 are not available specifically for EAAD. However, the media monitoring for that year reported more than 600 articles published in November. These could be related to EAAD, but also to the flu pandemic and the HIV report that is usually launched at the end of that month.
- The media monitoring is influenced by external events and by the content published by ECDC:
  - 2014: ECDC did not have a contract in place for media monitoring and the 324 clippings were retrieved manually and therefore are an underestimate.
  - 2015: the number of press clippings was slightly lower than in 2013, possibly due to the attacks in France a couple of days before EAAD.
  - 2016: the story (combined resistance to carbapenems and colistin) was more attractive than the stories in 2015 and 2017 (annual updates of AMR data).
  - 2018: best year so far, most probably because the two stories (burden of AMR in the EU/EEA, and results of the point prevalence surveys of HAIs and antimicrobial use in European acute care hospitals and long-term care facilities) lived for a long time in the media.
- Media coverage has always been positive or neutral. Most EU/EEA countries have media reports on the topic, ECDC and/or EAAD each year.

# Evaluation: Social media impact #EAAD



Some conclusions:

- 2014: Impact data only available for one day. However, we can estimate that the figures for the week could be similar to those of 2015, taking into consideration that we had 14,501,275 impressions on precisely EAAD (18 November 2015).
- 2016: Lower impact of #EAAD than in 2015 due to the fact that we also used #EAAD2016 and the impressions were divided between these two hashtags. Lesson: avoid diffusing the attention between similar hashtags.
- 2017: the best year so far for #EAAD, even though we also used #KeepAntibioticsWorking. This did not seem to have affected the impact of #EAAD, as it is completely different. #EAAD2017 and #EAAD17 were used by externals, but not to a great extent.
- 2018: slightly lower impact than in 2017, possibly due to issues with the internet connection at the event venue and the continuation of #KeepAntibioticsWorking.



## 16 – 22 November 2015: First World Antibiotic Awareness Week

**Objective and target audiences:** Each November, World Antibiotic Awareness Week (WAAW) aims to increase global awareness of antibiotic resistance and to encourage best practices among the general public, health workers and policy makers to avoid the further emergence and spread of antibiotic resistance.



# World Antibiotic Awareness Week 2018



## Global Action Plan Objectives

- ✓ Improve awareness and understanding of antimicrobial resistance through effective communication, education and training
- ✓ Strengthen knowledge and evidence base through surveillance and research
- ✓ Reduce the incidence of infection through effective sanitation, hygiene and infection prevention measures
- ✓ Optimize the use of antimicrobial agents in human and animal health
- ✓ Develop the economic case for sustainable investment that takes account of the needs of all countries, and increase investment in new medicines, diagnostic tools, vaccines and other interventions

## WAAW 2018 daily 'focus' messages

Help people understand why antimicrobial resistance is happening, that it poses a genuine risk to our future health, and that we all can do something to help



Mobilize laboratories in every country to look for evidence of resistance in the bacteria they see and to help us build a global picture of how it is spreading and where it poses the greatest risk



Campaign for all hospitals and health-care centres to do their utmost to keep infections at bay with the best possible sanitation and hygiene measures available



Use the antibiotics that are still effective as wisely as possible, regulating how they are distributed, ensuring they are only given to patients and animals who really need them, and generally handling them with care



Urge governments, funding agencies, and the private sector to invest in the new tools, skills and technologies we urgently need to build a smarter world in which our medicines are secured for generations to come.

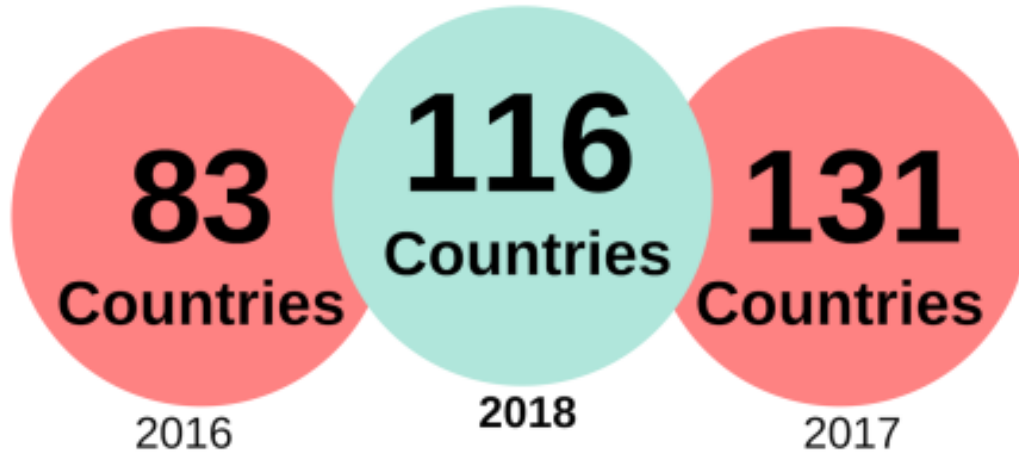




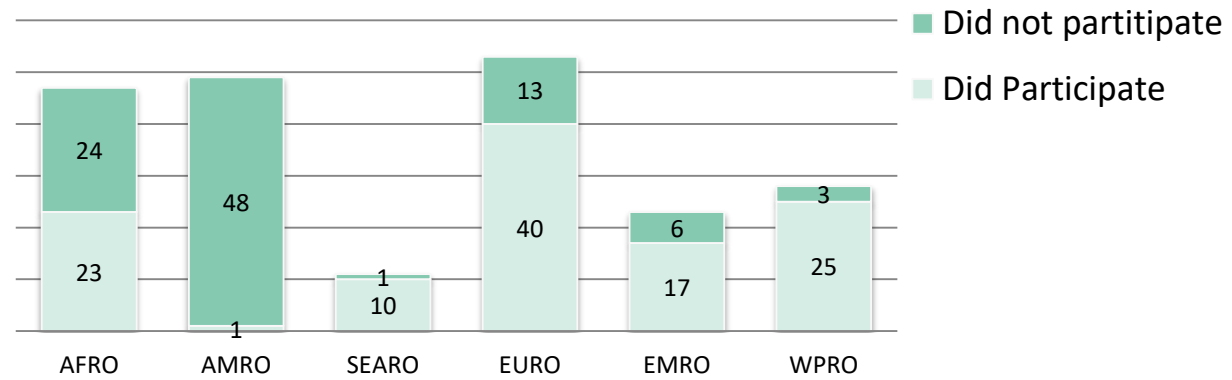
The 2018 WAAW campaign provided greater flexibility to regions and countries to reflect their unique priorities, target specific levels of awareness and their specific audiences. The approach was to anchor WAAW 2018 in the Global Action Plan on AMR with five "focus" days of tailored social media messaging around each of the Objectives.



# Global Participation



## Country Participation WAAW 2018\*



# Lessons learned

- Clear objectives
- Clear, evidence-based messages and slogans (awareness vs action)
- Importance of understanding local conditions: legislation, health systems, practices, and cultures (power relationships with their health care providers, self-medication, saving medications for later use...)
- Adaptive design: differentiation is important
- Involve behavioral scientists and invest in social media
- Share experiences what works and won't work
- Present human cases
- Develop cookery book how to build a campaign
- Evaluate impact
- Can lead to huge savings of health costs