

Session: EV023 Pharmacoepidemiology, improved prescribing and antibiotic stewardship

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Engaging with children, families, healthcare students and community pharmacies in a national antibiotic-awareness campaign

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Background: In 2016, World Antibiotic Awareness Week (WAAW) took place from 14th-20th November. WAAW promotes the coordination of antibiotic awareness campaigns internationally. Launched in 2014, Antibiotic Guardian is an online pledge-based intervention to improve knowledge and behaviours regarding antibiotic prescribing and use among both healthcare professionals and the public in the UK. The 2014 evaluation demonstrated that Antibiotic Guardian pledges led to behaviour change around the use of antibiotics, particularly in members of the public. The campaign continues to act as a useful tool for engaging healthcare professionals and the public on the prudent use and prescription of antibiotics

The key goals for 2016/17 were to increase engagement from three groups:

- Community Pharmacy: to increase the number of pharmacy premises who register to promote Antibiotic Guardian campaign during WAAW
- Healthcare students: for 20 universities offering healthcare courses to run an AMR campaign by nominating champions
- Children and families/carers: to develop tailored materials to increase engagement from children and their families/carers via completion of activities; providing an opportunity to earn virtual badges

Methods: In advance of WAAW and European Antibiotic Awareness Day (EAAD; 18th November), PHE invited organisations to register their planned antibiotic awareness activities in order to better coordinate activities and better understand engagement across England.

Virtual badges which are earned on completion of a number of tasks from e-Bug educational materials to increase knowledge about antimicrobial resistance and infection prevention were developed for children, young people and their families/carers. This is as part of the commitment to school nursing and improving outcomes for children and young persons (CYP). The badges called Junior and Family Antibiotic Guardian badges are available via: <http://antibioticguardian.com/Resources/junior-family-antibiotic-guardian/>

User input pledge data and Google Analytics website traffic data between 14th and 20th November for www.antibioticguardian.com was exported and analysed. Twitter activity associated with #AntibioticGuardian during WAAW was identified and analysed using the Symplur analytics tool.

Results: During WAAW 2016, www.antibioticguardian.com was visited 14,647 times and 5,093 pledges were received from 59 countries; 94.4% (4,934) from UK. 367 organisations registered planned activities including 30 Universities, 237 Community pharmacy premises and 100 hospitals and primary care organisations. 108 individuals began completing activities to earn Junior or Family Antibiotic Guardian badges. During WAAW, 9,478 tweets were posted using #AntibioticGuardian, with 3,346 participants (figure 1).

Conclusions: Antibiotic Guardian had significant engagement from healthcare students, community pharmacies and young children and their families. The impact of the campaign on behaviour change and knowledge will be evaluated in 2017.

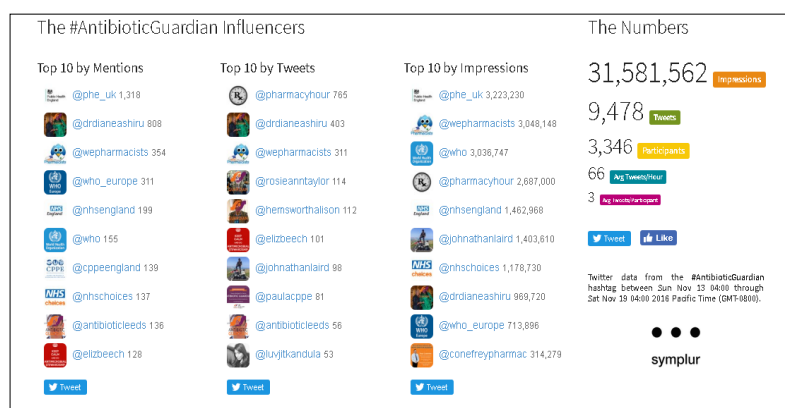


Figure 1: WAAW/Antibiotic Guardian Symplur Capture of Twitter activity (<http://www.symplur.com/healthcare-hashtags/AntibioticGuardian/analytics/?hashtag=AntibioticGuardian&fdate=11%2F13%2F2016&show=16&smin=00&tdate=11%2F19%2F2016&thour=16&tmin=00>)