



# Engaging children, families, healthcare students and community pharmacies in a national AMR campaign

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### INTRODUCTION

Launched in 2014, Antibiotic Guardian campaign is an online pledge-based intervention which has been shown to improve knowledge and behaviours (self reported) regarding antibiotic prescribing and use among both healthcare professionals and the public in the UK.<sup>1</sup>

### AIM

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, allowing them to earn virtual badges (figure 1)

### 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. A range of activities were also led by PHE in collaboration with a number of organisations (Fig 1-4)



Junior and Family AG badges have been developed by Public Health England in collaboration with Makewaves as part of the commitment to school nursing and improving outcomes for CYP. The badges have been designed to coincide with WAAW and EAAD but are available to be earned all year round.

**Figure 1.** Junior and Family Antibiotic Guardian badges earned after completing educational tasks eg completing educational games on [www.e-bug.eu](http://www.e-bug.eu); designing poster after completing learning sessions on e-Bug website

The Centre for Pharmacy Postgraduate Education (CPPE) hosted a web-based learning campaign in collaboration with other national pharmacy organisations encouraging pharmacy professionals in England. Those who completed all of the campaign challenges were awarded a digital Antibiotic Guardian Pharmacy Champion 2016 badge (Figure 2).

### RESULTS

Overview	Community Pharmacy	Healthcare Students	Junior and Family AG
<ul style="list-style-type: none"> <li>During WAAW 2016, <a href="http://www.antibioticguardian.com">www.antibioticguardian.com</a> was visited 14,647 times and 5,093 pledges were received from 59 countries; 94.4% (4,934) from UK.</li> <li>367 organisations registered planned activities including 30 Universities, 237 Community pharmacy premises and 100 hospitals and primary care organisations.</li> </ul>	<ul style="list-style-type: none"> <li>437 pharmacy professionals had engaged with the campaign</li> <li>82 completed all four challenges and received their Pharmacy champion badge</li> <li>Pharmacy Twitter chat (266 participants)</li> </ul>	<ul style="list-style-type: none"> <li>26 universities and 33 health student societies</li> <li>100 nominated AG representatives</li> </ul>	<ul style="list-style-type: none"> <li>108 individuals began completing activities to earn Junior or Family Antibiotic Guardian badges (figure 4)</li> </ul>



#### Antibiotic Guardian Champion

As part of the UK's activities for World Antibiotic Awareness Week (14 - 20 November 2016) and European Antibiotic Awareness Day (18 November) healthcare students and pre-registration professionals are invited to become Antibiotic Guardian Champions. Earn your badge by completing the following tasks and sharing your evidence.

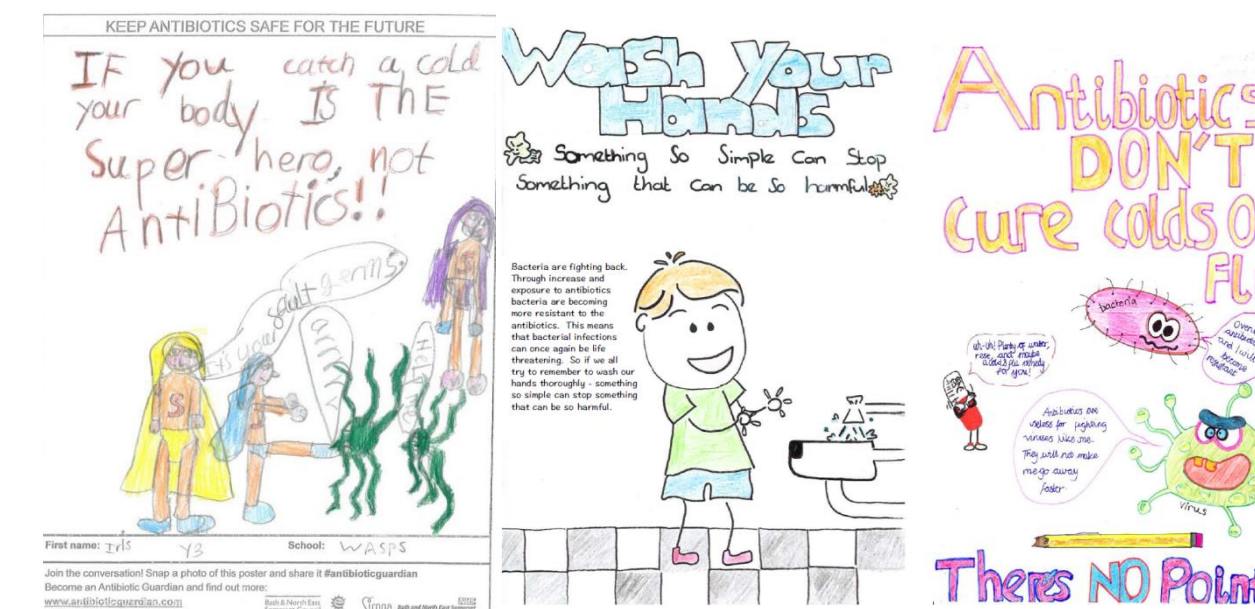
Issuer: Know Your Health



**Figure 3:** Healthcare students learning campaign



**Figure 2.** Antibiotic Guardian Pharmacy Champion badge



**Figure 4.** Examples of posters designed by 8 year olds as part of Junior Antibiotic Guardian challenges in Bath & North East Somerset & Wolverhampton regions of England



**Figure 5.** Twitter activity associated with #AntibioticGuardian during WAAW was identified and analysed using Symplur analytics

### CONCLUSION

Antibiotic Guardian had good engagement from healthcare students, community pharmacies, and young children and their families in 2016. There are plans in place to further embed the campaign in 2017 including working with Scouts in UK

