

# IT'S TIME TO TAKE ANTIBIOTIC RESISTANCE SERIOUSLY



## CAMPAIGN TOOLKIT

WORLD  
*Antibiotic*  
**AWARENESS**  
12 - 18 NOVEMBER **WEEK**



This initiative is funded by the Australian Government Department of Health

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# BACKGROUND

## WHAT IS WORLD ANTIBIOTIC AWARENESS WEEK?

World Antibiotic Awareness Week is an annual, global event that raises awareness about the serious health issue of antibiotic resistance. The event encourages people around the world to use antibiotics responsibly.

2018 represents the seventh year of our campaign to reduce antibiotic resistance and educate Australians about the steps they can take to preserve the effectiveness of antibiotics.

The campaign aims to create behaviour change and drive down inappropriate antibiotic prescribing in Australia. Through targeted education programs for health professionals and consumers, we are encouraging people to visit the NPS MedicineWise website to learn more, and to take the pledge to fight antibiotic resistance.

This year the campaign focuses on the urgent task of increasing awareness about antibiotic resistance with the theme **it's time to take antibiotics seriously**.

As in previous years, NPS MedicineWise continues to play a leading role in World Antibiotic Awareness Week, promoting the appropriate use of antibiotics to both consumers and health professionals. We are proud to continue our partnerships with state-based and nationwide organisations and agencies, as we acknowledge the 'one health' approach to antibiotic stewardship in Australia.

## ABOUT NPS MEDICINEWISE

We exist to help people make the best decisions about medicines and other medical choices.

Independent, not-for-profit and evidence-based, NPS MedicineWise enables better decisions about medicines, medical tests and other health technologies.

Since our inception in 1998, we have adapted to the changing health landscape, ensuring sustainable, safe and effective use of medicines and medical tests and delivering better health and economic outcomes.

Consumers are at the centre of quality use of medicines and quality use of medical tests. At NPS MedicineWise we continue our conversations with consumers through our campaigns, community work, communication initiatives and resources to help build a medicinewise Australia.



# THE ISSUE

The World Health Organization has warned that antibiotic resistance is one of the greatest threats to human health today.

Antibiotic resistance happens when bacteria change to protect themselves from an antibiotic.

When this happens, antibiotics that previously would have killed the bacteria, or stopped them from multiplying, no longer work.

Australia has one of the highest antibiotic prescription rates in the world, with around 30 million prescriptions issued annually. The more antibiotics are used – or misused – the more chances bacteria have to become resistant to them.

## MAJOR CAUSES OF ANTIBIOTIC RESISTANCE INCLUDE:



Using antibiotics when they are not needed



Not taking antibiotics at the dose and time prescribed by your doctor — this allows time for the bacteria in your system to become resistant.

A recent prediction from the UK stated that antibiotic resistance could lead to an extra 10 million deaths a year worldwide by 2050, with a financial cost to the world of up to US \$100 trillion.

## MOMENTUM IS BUILDING

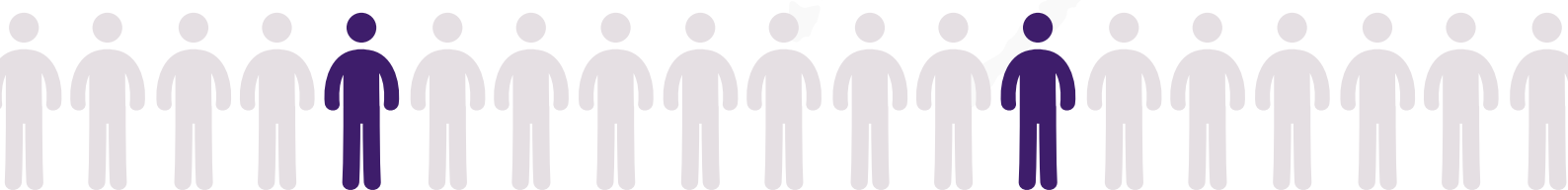
Addressing the seriousness and scope of the situation, global leaders met at the United Nations 2016 General Assembly, committing to fight antimicrobial resistance together and agreeing on a sustainable, multidisciplinary approach to tackle this complex health issue.

An important approach is raising awareness about antibiotic resistance across all sectors: health, environment, agriculture and community. NPS MedicineWise has been proactive in developing awareness campaigns, educational programs and resources aimed at improving health professional understanding and practice, as well as consumer understanding of the issue.

## BUT WHAT ABOUT THE AUSTRALIAN PUBLIC? WHAT CAN WE DO TO TACKLE ANTIBIOTIC RESISTANCE?

The reality is that even now antibiotics are losing their effectiveness. Antibiotic resistance is a serious health issue already present in our community. We can help preserve the effectiveness of antibiotics by being part of the solution. There are simple actions individuals can take to help stop the spread of antibiotic resistant infections.

It's time to take antibiotics seriously.





# THE GLOBAL MOVEMENT

In 2015, the World Health Organization (WHO) formally announced the first World Antibiotic Awareness Week. Previously there was a global awareness day on 18 November. Recognising the importance of the issue, the World Health Organization decided that a dedicated week was needed to raise awareness about steps we can all take to reduce the threat of antibiotic resistance.

Globally, World Antibiotic Awareness Week is coordinated and supported by the WHO as well as other regional and national bodies.

In Australia, World Antibiotic Awareness Week 2018 is being supported by NPS MedicineWise and the Australian Commission on Safety and Quality in Health Care in conjunction with the Australian Government Department of Health, and Department of Agriculture, and state and territory health departments.

World Antibiotic Awareness Week is also supported in Australia by a number of professional societies and groups.

- ▶ Antibiotic resistance is happening now, and it's happening here
- ▶ We can fight antibiotic resistance by using antibiotics appropriately
- ▶ We all have a role to play in preserving the effectiveness of antibiotics



# ENGAGING AUSTRALIANS

## IT'S TIME TO TAKE ANTIBIOTICS SERIOUSLY

During World Antibiotic Awareness Week, our aim is to highlight the serious issue of antibiotic resistance and empower health professionals and the community to be part of the solution.

It's up to everyone to handle antibiotics with care. Before antibiotics, infection was a leading cause of death. Today, due to overuse and misuse, we risk losing the effectiveness of antibiotics. Antibiotic resistance is not a problem of the future – it is happening now. All Australians can fight antibiotic resistance by using antibiotics appropriately.

### KEY MESSAGES:

- ▶ Antibiotic resistance is a serious worldwide problem, and it's happening in Australia.
- ▶ Australians take a lot of antibiotics. The more antibiotics are used – and the more they are misused – the greater the problem of antibiotic resistance.
- ▶ Antibiotic resistance can have serious consequences for you, your family and the community.
- ▶ We can slow down antibiotic resistance in Australia by only using antibiotics when they are really needed.

To find out more about World Antibiotic Awareness Week visit [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness)



# ANTIBIOTIC RESISTANCE IS A SERIOUS WORLDWIDE PROBLEM AND IT'S HAPPENING IN AUSTRALIA

Antibiotic resistance is one of the biggest global health threats of our time. Bacterial infections are becoming more difficult to treat as many of the bacteria that cause these infections develop resistance to antibiotics.

Antibiotic resistance can affect anyone, of any age and in any country – including here in Australia.

Many Australians believe that we are a safe 'first world' country, impermeable to antibiotic resistance. But this is not the case. Antibiotic resistance isn't just happening in other countries. It's happening here, and it's happening now.

Antibiotic resistance is accelerated by the misuse and overuse of antibiotics. We are all part of the problem, and that means we are all part of the solution too.

We can all take steps to change the way we use antibiotics.



# AUSTRALIANS USE A LOT OF ANTIBIOTICS

The more antibiotics are used – and the more they are misused – the greater the problem of antibiotic resistance.

Antibiotic resistance is an increasing problem in Australia.

Our consumption of antibiotics is 11<sup>th</sup> highest in the OECD – an economic development organisation of 36 member countries that span the globe from North and South America to Europe and the Asia-Pacific.

More than 30 million antibiotic prescriptions are dispensed in Australia each year. In 2015 around 45% of Australians were prescribed at least one course of antibiotics.

Many of these prescriptions are unnecessary. Despite antibiotics not being effective against common coughs, colds and flu (which are mostly caused by viruses), antibiotics are being prescribed for these conditions at up to nine times the recommended rate.

There are lots of reasons why our prescription rate is high: prescribers being uncertain about the diagnosis, not following current guidelines, and the expectation of the Australian public that doctors should write scripts for antibiotics – ‘just in case’.

These expectations lead to the misuse of antibiotics and the more antibiotics are misused, the greater the problem of antibiotic resistance.

## IT ISN'T ALL BAD NEWS.

Awareness programs are making a difference. GPs have significantly reduced their rate of antibiotic overprescription in recent years.

And we are learning more. Surveillance programs across Australian hospital and community settings are gathering valuable data about antibiotic use – and misuse – so we have a clearer picture about how we can reduce our use of antibiotics, and work towards minimising the impact of antibiotic resistance.



Image of sharing antibiotics with another person.



# ANTIBIOTIC RESISTANCE CAN HAVE SERIOUS CONSEQUENCES FOR YOU, YOUR FAMILY AND THE COMMUNITY

Overuse and misuse of antibiotics leads to antibiotic resistance. The more often antibiotics are used or taken incorrectly, the more chance bacteria have to change and become resistant to them.

Misuse of antibiotics is common in Australia and can include:

- ▶ not taking antibiotics as directed
- ▶ not finishing the entire course of antibiotics
- ▶ using leftover antibiotics from the last unfinished course the next time you are unwell with similar symptoms
- ▶ sharing antibiotics with other people
- ▶ expecting your doctor to prescribe antibiotics for cough, cold or flu symptoms – even though most of these conditions are not caused by bacteria.

If you take antibiotics when they are not needed, you increase the risk of developing antibiotic resistant bacteria in your body. The important thing to understand is that it is the bacteria – not the person – that develops resistance to antibiotics.

Increasing numbers of bacteria are developing resistance to the infection-fighting power of antibiotics. Examples of bacteria in the community that have already developed resistance to a

number of antibiotics include strains of *Escherichia coli* (*E coli*) that cause many urinary tract infections, and ‘Golden staph’ (*Staphylococcus aureus*) – a common cause of skin infections.

If you develop an antibiotic-resistant infection, it is a more serious infection, more difficult to treat, and it can spread to your friends and family. This can lead to more people becoming sick, increased stays in hospital, and even some infections becoming untreatable.

Due to our high rates of antibiotic overuse and misuse, our children may face a future when there are no effective antibiotics.

Imagine a world without antibiotics.



Image of man blowing his nose.

# WE CAN SLOW DOWN ANTIBIOTIC RESISTANCE IN AUSTRALIA BY ONLY USING ANTIBIOTICS WHEN THEY ARE REALLY NEEDED

The most important thing we all need to know is that the problem of antibiotic resistance belongs to everyone. It's all our responsibility to take antibiotic resistance seriously.

We can help to minimise the impact of antibiotic resistance by only taking antibiotics when they are really needed.

## WHEN DO YOU NEED ANTIBIOTICS?

Antibiotics are needed for people who:

- ▶ have serious infections caused by bacteria (e.g. whooping cough)
- ▶ have an ongoing health condition (eg asthma, diabetes or lung disease)
- ▶ are older or in generally poor health, or have a weakened immune system (eg due to HIV infection)
- ▶ have a higher risk of complications with respiratory tract infections (complications often include bacterial infections)

Everyone has a role to play. The more people know about this urgent health problem, the less we will misuse antibiotics, and the more we will be able to preserve the power of these important medicines.

Take home messages about antibiotics:

- ▶ Antibiotics don't work for all infections. Most coughs and colds will get better on their own without antibiotics.
- ▶ Don't ask for antibiotics for your cold or flu. These common conditions are mostly caused by viruses and antibiotics will have no effect.
- ▶ Don't share antibiotics with others. This is important because the type of antibiotic may not be targeted to the bacteria causing their particular infection.
- ▶ Use antibiotics wisely. When they are needed, take the prescribed dose and complete the whole course of treatment prescribed by your doctor.
- ▶ Don't keep leftover antibiotics to use next time you are sick. The leftover antibiotic may not be effective against the bacteria causing the new infection.
- ▶ Understand that it is possible to pass on antibiotic-resistant bacteria to others – friends, family and other people in the community.
- ▶ Prevent the spread of germs by practising good hand hygiene. Washing your hands regularly with soap and running water can help you stay healthy, and can prevent the spread of antibiotic-resistant bacteria.

# GET INVOLVED



## SHARE OUR MATERIALS AND RESOURCES

NPS MedicineWise has created materials and resources including infographics, social media images and messages, and print-your-own posters and bunting that you can use to spread the message of World Antibiotic Awareness Week. See page 12 for a list of our full suite of materials and resources for 2018.



## USE OUR SOCIAL MEDIA GUIDE

The social media guide included in this campaign toolkit gives you copy you can use to share World Antibiotic Awareness Week messages on all social media platforms.



## TAKE THE PLEDGE

According to the World Health Organization, antibiotic resistance is one of the biggest threats to human health today. There are simple things that you can pledge to do to prevent antibiotic resistance. You can help fight antibiotic resistance - take the pledge on the NPS MedicineWise website and become a resistance fighter.



## TAKE PART IN A GLOBAL CONVERSATION ON SOCIAL MEDIA

This year throughout World Antibiotic Awareness Week, a global conversation will be held on social media using the hashtags **#AAW2018**, **#WAAW**, **#AntibioticResistance** and **#AMR**

Videos, messages and other resources will be shared by NPS MedicineWise on Twitter, Facebook and LinkedIn – please follow us, share our posts and join the conversation at any time throughout the week and learn more about the problem of antibiotic resistance and appropriate antibiotic use.

A global Twitter conversation is planned for the early hours of Friday 16 November (Australian time).

Follow **@NPSMedicineWise** on Twitter or Facebook



## CHOOSING WISELY AUSTRALIA

This World Antibiotic Awareness Week, we are promoting the Choosing Wisely Australia resource '5 questions to ask your doctor or other healthcare provider before you get any tests, treatment or procedure'. The resource promotes conversations between health professionals and health consumers about what care is needed, to support better decisions. Visit the [Choosing Wisely website](#) for information and resources



## HOST YOUR OWN EVENT

Take a break from the regular grind at work and host your own World Antibiotic Awareness Week event.

Download an event kit from our website ([nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness)) which contains downloadable, printable decorations that will help you support the week.

Show us your event kit in action! Share a photo of your World Antibiotic Awareness Week event on Facebook, Twitter or Instagram for the chance to win a morning tea for your workplace valued up to \$250, along with a \$250 donation to the registered health charity of your choice.

Remember to follow us, tag **@NPSMedicineWise** in the photo and use the hashtags **#AntibioticResistance** and **#WAAWcomp**.

Visit [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) for full terms and conditions.

# MATERIALS AND RESOURCES



## EVENT KIT

Download, print and display this event kit to help raise awareness of this serious health issue.

Each event kit contains:

- ▶ Poster
- ▶ Infographic
- ▶ Bunting



## DIGITAL ELEMENTS CAN ALSO BE DOWNLOADED

- ▶ Web banner (800x250px)
- ▶ Email banner (600x180px)
- ▶ Social media (1200x630px)

## TIPS FOR PRINTING AND SUPPLIES

Nationwide print stores accept online orders for printing posters and other materials to display. The NPS MedicineWise World Antibiotic Awareness Week resources have been provided in print-ready formats to make it as easy as possible for organisations and groups to print their own custom event kit.

Think outside the box: you can also order other campaign materials locally, such as orange and purple coloured balloons through local shops or online suppliers.

Win \$250

## SHARE A PHOTO

Share a photo of your World Antibiotic Awareness Week event on Facebook, Twitter or Instagram for the chance to win a morning tea for your workplace valued up to \$250 and a \$250 donation to the registered health charity of your choice.

Visit [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) for full terms and conditions.

# SOCIAL MEDIA



## SUGGESTED TWEETS AND POSTS

Most coughs, colds and earaches get better on their own without antibiotics. [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) #AAW2018 #WAAW #AntibioticResistance #AMR @NPSMedicineWise

It's time to take antibiotic resistance seriously [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) #AAW2018 #WAAW #AntibioticResistance #AMR @NPSMedicineWise

Sharing antibiotics and using leftover antibiotics can increase antibiotic resistance [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) #AAW2018 #WAAW #AntibioticResistance #AMR @NPSMedicineWise

Misusing antibiotics can cause harm [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) #AAW2018 #WAAW #AntibioticResistance #AMR @NPSMedicineWise

Fight #AntibioticResistance this World Antibiotic Awareness Week [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) @NPSMedicineWise

Antibiotic resistance can have serious consequences for you, your family and the community [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) #AAW2018 #WAAW #AntibioticResistance #AMR @NPSMedicineWise

Antibiotic resistance is a serious worldwide problem and it's happening in Australia. [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness) #AAW2018 #WAAW #AntibioticResistance #AMR @NPSMedicineWise



# HOST YOUR OWN EVENT



## CAMPAIGN MATERIALS

Use our resources and materials to create a buzz around the workplace. Download, print and display posters and the event kit materials in common areas. Encourage your IT or web team to add the World Antibiotic Awareness Week graphics to your intranet, organisation website or staff email signature; hyperlink all digital elements to [nps.org.au/antibiotic-awareness](https://nps.org.au/antibiotic-awareness). Send a letter to management or your workplace wellness team requesting that your workplace take part in World Antibiotic Awareness Week by hosting an event and/or displaying campaign materials.



## PLAN A MORNING TEA

Plan a morning tea for your team one day during the week. You can decorate cupcakes to inspire medicinewise behaviour when it comes to antibiotics, or bring in healthy foods that encourage people to think about their health, and ask your co-workers what it means to them to handle antibiotics with care.



## START A CONVERSATION ON SOCIAL MEDIA

Use our social media guide to send live tweets from your workplace wellness event. Take photos and tag [@NPSMedicineWise](https://twitter.com/NPSMedicineWise) or hashtags [#AAW2018](https://twitter.com/AAW2018), [#WAAW](https://twitter.com/WAAW), [#AntibioticResistance](https://twitter.com/AntibioticResistance) and [#AMR](https://twitter.com/AMR) on all social media platforms (including Facebook, Twitter, LinkedIn and Instagram). Tag people who you think might benefit from learning more about antibiotic resistance.



## TAKE PART IN THE GLOBAL TWITTER CONVERSATION

On Friday 16 November (Australian time), a global conversation or 'Twitter storm' will be held on Twitter about antibiotic resistance using the hashtag [#AntibioticResistance](https://twitter.com/AntibioticResistance). Organisations and experts from countries around the world including Australia, Canada, the US and Europe will be participating. You can join the conversation and learn more about the problem of antibiotic resistance and appropriate antibiotic use. Many clinicians and organisations will be participating, as well as members of the public.



## GET CREATIVE

Thanks for engaging your colleagues in this year's campaign. Whether it's an intranet quiz, email to all staff, using the campaign posters or an activity that you can perform together, everything helps to build knowledge and understanding of the importance of building a medicinewise Australia.

# CHOOSING WISELY AUSTRALIA

## 5 QUESTIONS TO ASK YOUR DOCTOR OR OTHER HEALTHCARE PROVIDER

The Choosing Wisely Australia® campaign has released 178 recommendations of tests, treatments and procedures that may not be necessary and could cause harm to Australian patients as the global healthcare initiative continues to expand and gain momentum in Australia.

The recommendations are released by Australian colleges, societies and associations who have united to join the initiative. 15 of the wide-ranging Choosing Wisely Australia recommendations focus on the urgent need for appropriate and responsible use of antibiotics by all, to reduce further development of antibiotic resistance.

Recommendations include ensuring appropriate antibiotic use for urinary tract infection, upper respiratory infection, leg ulcers, epidermal cysts, acne, and daily consideration of antibiotic de-escalation for intensive care patients.

This World Antibiotic Awareness Week, we will be promoting the '5 questions to ask your doctor or other healthcare provider before you get any test, treatment or procedure' resource to help start conversations about when antibiotics are appropriate.

The 5 questions you should consider asking your doctor or health provider are now available in 10 community languages (Arabic, Chinese simplified, Chinese traditional, Croatian, Greek, Italian, Korean, Macedonian, Spanish and Vietnamese).

Visit [choosingwisely.org.au/resources/translated-information](http://choosingwisely.org.au/resources/translated-information) to access these resources.

**Click on the links below to download this resource as a PDF**

- ▶ [A4 size - 5 questions to ask your doctor](#)
- ▶ [Poster size - 5 questions to ask your doctor](#)





## CONTACT

If you'd like to get in touch, please contact  
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on (02) 8217 8733 or [media@nps.org.au](mailto:media@nps.org.au)

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