Dear Colleague,

World Antibiotic Awareness Week - National Community Pharmacy Public Health Campaign 2017

Please find enclosed information and resources for the next contractual national community pharmacy public health campaign “World Antimicrobial Awareness Week” which is planned to run from 13th November 2017 until 19th November 2017, with European Antibiotic Awareness Day on 18th November. All community pharmacies across Wales are invited to proactively take part and contribute to this campaign in fulfilling Essential service 4 (Promotion of healthy lifestyles) of the community pharmacy contractual framework. The community pharmacy campaign will form part of a broader All Wales Antimicrobial Awareness campaign co-ordinated to run at the same time and incorporate elements from the UK Antibiotic Guardian initiative.

Introduction

“World Antimicrobial Awareness Week” is a World Health Organisation campaign which aims to raise the awareness of antimicrobial resistance (AMR). Key messages are:

- Bacteria become resistant to antibiotics- not humans or animals.
- Anyone, of any age, can get an antibiotic resistant infection.
- Everyone can help reduce the spread of antibiotic resistance.

The Welsh campaign launch is planned for 13th November 2017. It is hoped that the launch will be attended by an Assembly Minister and take place in a pharmacy. The campaign is being coordinated by the Welsh Antimicrobial Pharmacist Group, Royal Pharmaceutical Society Wales, Community Pharmacy Wales, Welsh Centre for Pharmacy Postgraduate Education, Public Health Wales and other partners including the Red Cross and Cardiff University.

Background

Making infection prevention and control (IP&C) everybody’s business has been policy in Wales since the publication of the HCAI Strategy for Hospitals in Wales 2004 and the Community Strategy 2007. This was further reinforced in the HCAI framework “Commitment to Purpose Eliminating Preventable Healthcare Associated Infections” December 2011. Ensuring the population are aware of the appropriate use of antimicrobial treatment regimens and adhere to them is a priority of “Together for Health- Tackling Antimicrobial Resistance and Improving Antimicrobial Prescribing: A Delivery Plan for NHS Wales and its Partners.” March 2016.
The World Health Organization’s first global report on AMR reveals that it is no longer purely a prediction for the future. Antibiotic resistance – when bacteria adapt so antibiotics fail – is happening right now across the world. Without urgent action we are heading for a post-antibiotic era, in which common infections and minor injuries can once again kill. The threat of AMR is a global public health problem that requires sustained, co-ordinated multi-sector, multidisciplinary and public action at local, national and international level. Although AMR is increasing, the rapid emergence of resistance to antibiotics is of particular concern. Although AMR cannot be eradicated it can be managed to reduce the risk of life-threatening and untreatable complications increasingly occurring following minor injuries, common infections and surgical procedures.

The widespread and often excessive use of antimicrobials is one of the main factors contributing to the increasing emergence of AMR. Within Wales, antimicrobial usage and AMR has been increasing year on year in acute hospital settings although there has been a marginal recent reduction in primary care.

Purpose of the Campaign

The campaign has three main aims:

1. To raise awareness of antimicrobial resistance with your patients and customers. This is aimed at all patients and customers but specifically people who take frequent courses or long term prophylaxis and those who are carers for others.

2. To provide simple education, support and signposting to people to further information.

3. To encourage people to think about how they might use antibiotics better by signing up as an Antibiotic Guardian and choosing a pledge to adhere to.

The campaign has been designed to provide opportunities for the whole pharmacy team to become involved.

The Campaign

Provision of campaign material

Pharmacies have been provided with a range of written campaign material to support the delivery of the campaign. Posters, leaflets and postcards have been sent to you. The campaign materials supplied will provide the pharmacist with the opportunity to raise awareness of steps people can take to help reduce the spread of antimicrobial resistance such as not requesting antibiotics for viral infections and self-management of viral symptoms. See appendix Pack Contents and suggested uses.

Completion of Antibiotic Guardian Pledges

Pharmacies have been provided bilingual forms allowing patients and customers to sign up as antibiotic guardians and are asked to complete a minimum of 20 pledges with their
customers. The pledges have been designed to trigger a conversation with the customer around antimicrobial resistance and a range of potential commitments is available. Please retain completed pledges to return with evaluation summary form – this will be of great value in gathering information about the scope of the campaign in Wales. Pharmacies are asked to complete an evaluation summary form and return with original completed questionnaires with the November submission of prescriptions at the start of December 2017.

**Signposting opportunities**

Pharmacies are asked to familiarise themselves with the Public Health Wales Antibiotic Guardian website [http://www.publichealthwales.org/antibiotic-guardian](http://www.publichealthwales.org/antibiotic-guardian) which can be used to signpost patients and customers to more information if they require. e-Bug is a European education initiative website including games to help children learn about responsible antibiotic use. [http://www.e-bug.eu](http://www.e-bug.eu) You may wish to retain a copy of the evaluation summary form as evidence of signposting to fulfil Essential Service 5 – Signposting.

**The MUR element**

Pharmacists are asked to focus some of their MUR activity during the month of November 2017 on patients frequently prescribed antibiotics or those on long term prophylaxis. Detailed information about the risks of antimicrobial resistance can be found in the WCPPE e-learning resource. [http://www.wcppe.org.uk/learning/learning-resources/Antimicrobials](http://www.wcppe.org.uk/learning/learning-resources/Antimicrobials)

Patients who have taken prophylaxis for more than 6 months without a review from their GP should be encouraged to book an appointment. Those without diagnosed chronic conditions who have taken 2 or more courses of antibiotics in the last three months should be encouraged to try self-management techniques for illnesses which are likely to be viral in origin.

**The Healthcare counter element and engagement opportunities**

- Pharmacy customers seeking to purchase analgesia and cough, cold and viral illness relieving medications could be targeted for support using materials from the campaign.

- The quiz can be given to targeted people (such as above) or to complete while they are waiting for prescriptions or during sales of over-the-counter products. The answers provided will enable the pharmacist and staff to provide appropriate support and advice to help the patient self-manage their symptoms and know when to seek further assistance.

- The Antibiotic Guardian pledges should be promoted at all opportunities.

- General conversations with any patient or customer can be used at all opportunities to raise awareness of the need to self-manage viral illness and minimise antibiotic usage in general.
• Other opportunities to engage with the public will arise and should trigger an intervention e.g. a person who collects medication on behalf of a family member could be asked to take a postcard home for themselves.

**Pharmacies that do not provide the MUR Service**

Pharmacies that do not provide the MUR service are still expected to support the campaign and to use the materials provided to deliver the same messages to patients and those buying over-the-counter products.

**Evaluation**

Return evaluation summary form with your November 2017 end of month prescription returns. This form and antibiotic guardian pledges can be included in the box with prescriptions and labelled as usual to Document Scanning, 4th Floor – Primary Care Services, NHS Wales Shared Services Partnership, Companies House, Crown Way, Cardiff, CF14 3UB.

**Further Materials**

Links to additional resources to support the campaign are available in the WCCPE e-learning resource, the Public Health Wales, Antibiotic Guardian and World Health Organisation websites. Additional resources and information are also available on the Community Pharmacy Wales website.

**Promoting the Campaign**

As with previous national community pharmacy public health campaigns; the World Antibiotic Awareness Week campaign will be supported by a national media and public relations campaign. The campaign will help raise awareness of the importance of reducing antimicrobial resistance and simple steps that people can take to reduce this risk.

The campaign materials will enable you to provide information, support and signposting to the general public to help reduce the risk of spreading antimicrobial resistance.

All of the organisations involved will be working hard to generate interest and to make the campaign as successful as possible. Any support you can provide to raise the status of the campaign locally will be most welcome.

**Continuing Professional Development Support**

For those planning to undertake relevant continuing professional development (CPD) and to increase your knowledge about falls “Antimicrobials and Infection Management” will be available from the Wales Centre for Pharmacy Professional Education (WCPPE). Details are available on WCPPE’s website www.wcppe.org.uk. Other resources will be available via the Public Health Wales website.

**Thank you**
We would like to thank you for your support for this valuable campaign. We hope that together we can limit the spread of antimicrobial resistance and maintain antibiotics for future treatments and procedures. If you have any queries please do not hesitate to contact Tim Banner Timothy.Banner@wales.nhs.uk Tel: 029 2074 5162 or Rebecca Hetherington Rebecca.Hetherington@wales.nhs.uk Tel: 01745 583 910 bleep 4905

Yours sincerely,

Tim Banner
Consultant Pharmacist
Community Healthcare (All Wales)

Rebecca Hetherington
Antimicrobial Pharmacist (BCU)
Welsh World Antibiotic Awareness Day Campaign Chair

Appendix: Pack Contents and suggested uses

<table>
<thead>
<tr>
<th>Resource</th>
<th>Suggested Use</th>
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</thead>
<tbody>
<tr>
<td>Resource information</td>
<td>Provided to introduce campaign, provide background, explain the campaign and describe opportunities for engagement and signposting. This also includes contact details for further supplies and information.</td>
</tr>
<tr>
<td>• Briefing</td>
<td></td>
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<tr>
<td>• Contacts</td>
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<tr>
<td>Time is Running Out Postcards</td>
<td>Please put into all prescription bags during the week 13th-19th November 2017 inclusive. Additional copies may be used to prompt a conversation with patients collecting medication. For further copies – contact Holly Jones/ Jodie Shires at CPW via <a href="mailto:info@cpwales.org.uk">info@cpwales.org.uk</a></td>
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<tr>
<td>World Health Organisation Posters (English and Welsh)</td>
<td>Ideally for use as a window display to promote European Antibiotic Awareness Day and making a pledge to be an Antibiotic Guardian. For further copies – contact Holly Jones/ Jodie Shires at CPW via <a href="mailto:info@cpwales.org.uk">info@cpwales.org.uk</a></td>
</tr>
<tr>
<td>Managing Your Infection Leaflet (English and Welsh)</td>
<td>Copies may be used to support MURs and over-the-counter sales of analgesics and other products used for viral illness symptom management to aid education on self-management. For further copies - contact Holly Jones/ Jodie Shires at CPW via <a href="mailto:info@cpwales.org.uk">info@cpwales.org.uk</a></td>
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<td>Antibiotic Guardian Quiz (English and Welsh)</td>
<td>Can be used to prompt a conversation with patients collecting medication or during over the counter sales. For further copies - contact Holly Jones/ Jodie Shires at CPW via <a href="mailto:info@cpwales.org.uk">info@cpwales.org.uk</a></td>
</tr>
<tr>
<td>Antibiotic Guardian Pledges (English and Welsh)</td>
<td>Copies can be given to targeted people (such as those taking long term antibiotic prophylaxis or with repeated courses of antibiotic prescribed) or to complete while they are waiting for prescriptions. The pledges provided will enable the scope of the campaign to be measured. Pharmacies asked to complete at least 20 pledges per pharmacy. There are 10 copies of the family pledge and 10 copies of the adult pledge included in the pack. There is also a copy of pledges for the pharmacy team. Please feel free to photocopy more forms for return if required.</td>
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<tr>
<td>Magic Video</td>
<td>If your pharmacy has the facility to show videos in a waiting area, please visit the Public Health Wales website for a link to a video which can be shown to support the campaign. <a href="http://www.wales.nhs.uk/sitesplus/888/page/75428">http://www.wales.nhs.uk/sitesplus/888/page/75428</a></td>
</tr>
<tr>
<td>Evaluation Summary Form</td>
<td>One copy to be completed at the end of the campaign and returned to provide feedback on effectiveness and inform future campaigns.</td>
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