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European Antibiotic Awareness Day

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This presentation

1. About European Antibiotic Awareness Day

2. EAAD materials

3. Planned activities in 2014

4. Support from stakeholders

5. Forward look – How can we collaborate in the future?
A bit of history about EAAD...

- Successful awareness campaigns in, e.g., Belgium and France
- Cooperation with the Network of AMR focal points in the EU Member States / candidate countries and political support at EU level
- Concept of EAAD publicly launched at the European Parliament in 2007
- ECDC sets up a Technical Advisory Committee in early 2008
- Social marketing approach: creation of focus groups to test key messages and visuals
What is European Antibiotic Awareness Day?

• 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
What is this campaign about?

The campaign aims at promoting prudent use of antibiotics by raising awareness of everyone’s role in keeping antibiotics effective for future generations.

People should be encouraged to always follow their doctor’s advice on when and how to use antibiotics in a responsible way and not to use antibiotics for the wrong reasons or incorrectly.

Health professionals have a key role to play:

• in primary care, by ensuring that patients are well informed about when and how to take antibiotics, especially during the winter season;
• in hospitals, by ensuring the correct prescribing, dosage, duration and selection of antibiotics.
Campaign objectives

• Support national activities aimed at raising awareness of prudent antibiotic use among the general public as well as particular target audiences such as primary care prescribers and hospital prescribers

• Support national activities aiming at maintaining the efficacy of antibiotics and slowing down the emergence and spread of resistant bacteria.

European Antibiotic Awareness Day provides a platform and support to national campaigns about prudent antibiotic use in the community and in hospitals.
EAAD toolbox
European Antibiotic Awareness Day 2014 (1)

On social media:
1) Global Twitter conversation on 18 November
2) European Twitter Chat (13.00-15.00)
3) Thunderclap

New material on on self-medication with antibiotics

Media toolkit including preview of new Europe-wide data

EAAD Technical Advisory Committee (TAC) meeting

EU-level launch event on 17 November in Stockholm
European Antibiotic Awareness Day 2014(2)

- Translation of the new materials in all EU languages + Croatian webpage
- EAAD lightbulb TV spot on Euronews in the weeks around 18 Nov
- Intensify cooperation with stakeholders and patient groups
- Partner major initiatives, e.g. Awareness.Ca, US Get Smart, Australia, European Commission, WHO/Europe

Infographic and animated infographic
New EAAD toolkit on self-medication with antibiotics

- Key messages*
- Poster and visuals*
- Letter to health professionals (pharmacists and primary care prescribers)

* Currently tested in focus groups
DO YOU CONSIDER THIS THE RIGHT PROTECTION AGAINST A COLD?
WELL, ANTIBIOTICS ARE NOT EFFICIENT EITHER!

DO YOU CONSIDER THIS THE RIGHT PROTECTION AGAINST A COLD?
WELL, ANTIBIOTICS ARE NOT EFFICIENT EITHER!
Several ways for you/your organisation to contribute to EAAD in 2014 (1)

1. Attending the press event in Stockholm on 17 November

2. Promoting EAAD among your national member organisations

3. Promoting participation for the Global Twitter conversation and European Twitter chat on your social media accounts on 18 November

4. Re-tweeting and sharing messages posted by ECDC on Facebook before EAAD that are relevant to you
Several ways for you/your organisation to contribute to EAAD in 2014 (2)

5. Adding a banner on your website & communicating via your organisation’s newsletter
http://www.ecdc.europa.eu/en/eaad/Pages/eaad_online_badge.aspx

6. Sharing relevant patient stories with ECDC
Expectations and forward look: 2015 and onwards

• What should EAAD look like in the future?

• Would you like to be more involved?

• In which additional ways can we collaborate?
Thank you!

EUROPEAN ANTIBIOTIC AWARENESS DAY
A EUROPEAN HEALTH INITIATIVE

18 November 2014

Website:  http://antibiotic.ecdc.europa.eu
Facebook:  EAAD.EU
Twitter:   @EAAD_EU (#EAAD)