Outcomes of European and World Antibiotic Awareness Campaigns

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European Antibiotic Awareness Day (EAAD)

- 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.
EAAD objectives

• Support national activities aimed at **behaviour change and awareness raising** about antibiotic resistance and prudent antibiotic use among the general public, primary care prescribers and professionals in hospitals and other healthcare settings.

• Contribute to the EU and global discussions about antibiotic resistance to ultimately **slow down the emergence and spread** of antibiotic-resistant bacteria and **keep antibiotics working**.
EAAD timeline

- WAAW and EAAD
- EAAD Organising committee
- Stakeholders outreach
- Social media advertising
- Promotion of ECDC outputs - already launched
- Release of new ECDC outputs
- EU-level event
- Launch - EARS-Net and ESAC-Net data
- Media toolkit
- Press briefing
- Press package
- Week of the European Antibiotic Awareness day
- Evaluation of EAAD 2019
- Evaluation survey

Timeline:
- Aug
- Sep
- Oct
- Nov
- Dec
- Jan
- Feb

2020
EAAD is an **European health initiative** coordinated by ECDC, which runs **throughout the year** and is marked across Europe by national campaigns on (or around) 18 November, in partnership with the WHO World Antibiotic Awareness Week.

As you see in the timeline it is a lot of different activities taking place ahead of the European Antibiotic Awareness day. (What we don’t see in the timeline is the planning phase, strategies, budget, work plan, procurement, evaluation process – which take place in February, March, April – as well as the TAC meeting.)

Next slide: Objectives – How do we do it?
Target audiences and topics

- General public
- Self-medication with antibiotics
- Primary care prescribers
- Professionals in hospitals and other healthcare settings
So far we have been focusing on the following targets – general public, in 2008, primary care practitioners in 2009 and hospital prescribers in 2010.

In 2011 and 2012 we did not have prepared material for a new target audience, but we focused on consolidation and mainly on the translation of the available material in order to leave it for the countries to decide on the specific target audience and the material to use for their national campaigns.

General Public

- Antibiotics won’t work in the case of cold or flu
- Take antibiotics responsibly
- Keeping antibiotics effective is everybody’s responsibility

Primary Care practitioners

- Growing antibiotic resistance threatens the effectiveness of antibiotics now and in the future
- Rising levels of antibiotic resistant bacteria could be curbed by encouraging limited and appropriate antibiotic use in primary care patients
- Communicating with patients is key

Hospital professionals

- Antibiotic-resistant bacteria have become an everyday occurrence and problem in hospitals across Europe.
- Patients who are hospitalized have a high probability of receiving an antibiotic and up to 50% (depending on national figures) of all antibiotic use in hospitals can be inappropriate;
- Prudent use of antibiotics can prevent the emergence and selection of antibiotic-resistant bacteria.
- Multifaceted strategies which include use of ongoing education, use of evidence-based hospital antibiotic guidelines and policies, restrictive measures and consultations from infectious disease physicians, microbiologists and pharmacists, may result in better antibiotic prescribing practices and decreasing antibiotic resistance.
Support to national activities

• Communication toolkits
• Media toolkits
• Technical Advisory Committee meetings
• Training module and pilot training
• Other materials e.g. Infographics, patient stories, videos.
• Website
• Translations
• Communication component in country visits
Our main customers are the national authorities who organise and fund these campaigns. However, over the years we have worked with professional organisations, to support in the development of activities promoting prudent use of antibiotics.
Our materials are available on the EAAD website in EU languages, and they are free to use by anyone who wishes to organise for example a campaign, an initiative, activities in universities... as long as they are not used for commercial purposes.
Evaluation: some general facts

- Knowledge about antibiotics and antibiotic resistance amongst the general public is increasing slowly.

- Steady national participation in EAAD (and WAAW since 2014):
  - started with 28 EU/EEA countries in 2008
  - reached 47 European countries in 2015

- Significant increase in traffic for ECDC and EAAD websites during the week which includes 18 November
Evaluation: media coverage; 2008 to 2018

• The figures for 2009 are not available specifically for EAAD. However, the media monitoring for that year reported more than 600 articles published in November. These could be related to EAAD, but also to the flu pandemic and the HIV report that is usually launched at the end of that month.

• The media monitoring is influenced by external events and by the content published by ECDC:
  • 2014: ECDC did not have a contract in place for media monitoring and the 324 clippings were retrieved manually and therefore are an underestimate.
  • 2015: the number of press clippings was slightly lower than in 2013, possibly due to the attacks in France a couple of days before EAAD.
  • 2016: the story (combined resistance to carbapenems and colistin) was more attractive than the stories in 2015 and 2017 (annual updates of AMR data).
  • 2018: best year so far, most probably because the two stories (burden of AMR in the EU/EEA, and results of the point prevalence surveys of HAIs and antimicrobial use in European acute care hospitals and long-term care facilities) lived for a long time in the media.

• Media coverage has always been positive or neutral. Most EU/EEA countries have media reports on the topic, ECDC and/or EAAD each year.
Some conclusions:

- **2014**: Impact data only available for one day. However, we can estimate that the figures for the week could be similar to those of 2015, taking into consideration that we had 14,501,275 impressions on precisely #EAAD (18 November 2015).

- **2016**: Lower impact of #EAAD than in 2015 due to the fact that we also used #EAAD2016 and the impressions were divided between these two hashtags. Lesson: avoid diffusing the attention between similar hashtags.

- **2017**: the best year so far for #EAAD, even though we also used #KeepAntibioticsWorking. This did not seem to have affected the impact of #EAAD, as it is completely different. #EAAD2017 and #EAAD17 were used by externals, but not to a great extent.

- **2018**: slightly lower impact than in 2017, possibly due to issues with the internet connection at the event venue and the continuation of #KeepAntibioticsWorking.
16 - 22 November 2015: First World Antibiotic Awareness Week

Objective and target audiences: Each November, World Antibiotic Awareness Week (WAAW) aims to increase global awareness of antibiotic resistance and to encourage best practices among the general public, health workers and policy makers to avoid the further emergence and spread of antibiotic resistance.
## World Antibiotic Awareness Week 2018

### Global Action Plan Objectives

- Improve awareness and understanding of antimicrobial resistance through effective communication, education and training
- Strengthen knowledge and evidence base through surveillance and research
- Reduce the incidence of infection through effective sanitation, hygiene and infection prevention measures
- Optimize the use of antimicrobial agents in human and animal health
- Develop the economic case for sustainable investment that takes account of the needs of all countries, and increase investment in new medicines, diagnostic tools, vaccines and other interventions

### WAAW 2018 daily ‘focus’ messages

- Help people understand why antimicrobial resistance is happening, that it poses a genuine risk to our future health, and that we all can do something to help
- Mobilize laboratories in every country to look for evidence of resistance in the bacteria they see and to help us build a global picture of how it is spreading and where it poses the greatest risk
- Campaign for all hospitals and health-care centres to do their utmost to keep infections at bay with the best possible sanitation and hygiene measures available
- Use the antibiotics that are still effective as wisely as possible, regulating how they are distributed, ensuring they are only given to patients and animals who really need them, and generally handling them with care
- Urge governments, funding agencies, and the private sector to invest in the new tools, skills and technologies we urgently need to build a smarter world in which our medicines are secured for generations to come.
The 2018 WAAW campaign provided greater flexibility to regions and countries to reflect their unique priorities, target specific levels of awareness and their specific audiences. The approach was to anchor WAAW 2018 in the Global Action Plan on AMR with five “focus” days of tailored social media messaging around each of the Objectives.
Global Participation

83 Countries (2016)
116 Countries (2018)
131 Countries (2017)

Country Participation WAAW 2018*

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*WAAW 2018: World Antimicrobial Awareness Week
Lessons learned

• Clear objectives
• Clear, evidence-based messages and slogans (awareness vs action)
• Importance of understanding local conditions: legislation, health systems, practices, and cultures (power relationships with their health care providers, self-medication, saving medications for later use...)
• Adaptive design: differentiation is important
• Involve behavioral scientists and invest in social media
• Share experiences what works and won’t work
• Present human cases
• Develop cookery book how to build a campaign
• Evaluate impact
• Can lead to huge savings of health costs