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Addressing the major behavioural challenges of our time

ENGAGE EMPOWER INSPIRE!

Initiating a pan-European health campaign - experiences from setting up the European Antibiotic Awareness Day

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HEALTH

The 2nd World Non-Profit & Social Marketing Conference
11-12 April 2011 Citywest Hotel, Dublin, Ireland

European Antibiotic Awareness Day

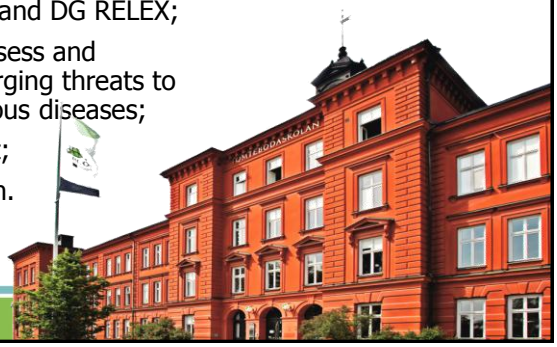
Dr. Ülla-Karin Nurm, senior expert, head of section
Public Health Capacity and Communication Unit
European Centre for Disease Prevention and Control (ECDC)
Dublin, April 4th, 2011

What is ECDC?

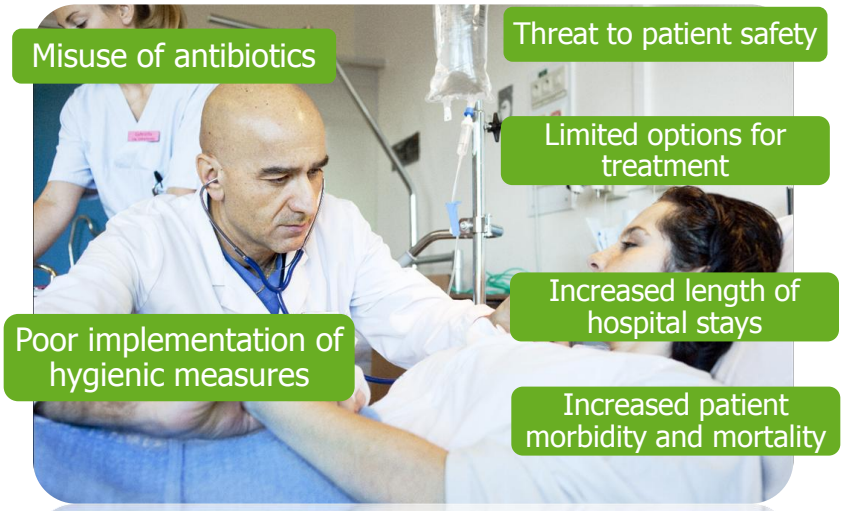
"An independent agency, named the European Centre for Disease Prevention and Control …"
— ECDC Founding Regulation (851/2004)

European Union Agency which:

- is a member of the European Union (EU) family;
- covers EU 27, EEA/EFTA countries;
- reaches out to other countries beyond the EU 27 through Neighbourhood Policy and DG RELEX;
- has the mission to identify, assess and communicate current and emerging threats to human health posed by infectious diseases;
- is financed through EU budget;
- is based in Stockholm, Sweden.



What is the problem?



The Bacterial Challenge: new antibiotics pipeline is virtually empty

Main actions: focus on behaviour

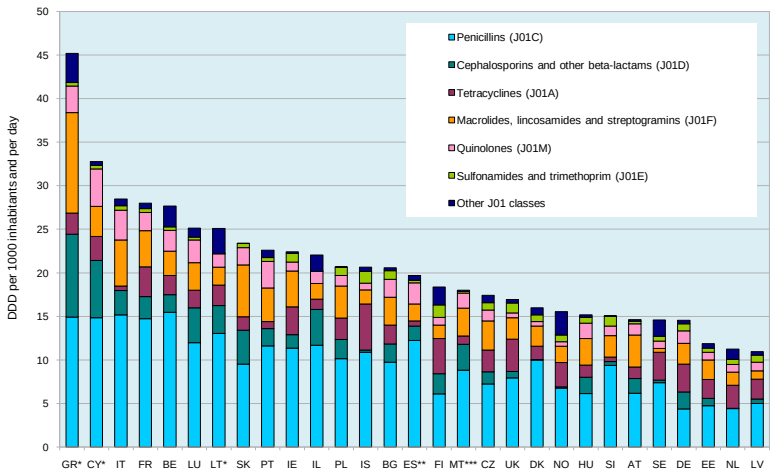
➢**Behaviour 1**

Prudent use of antimicrobials
(only when needed, correct dose, dose intervals, duration)

➢**Behaviour 2**

Infection control
(hand hygiene, screening, isolation)

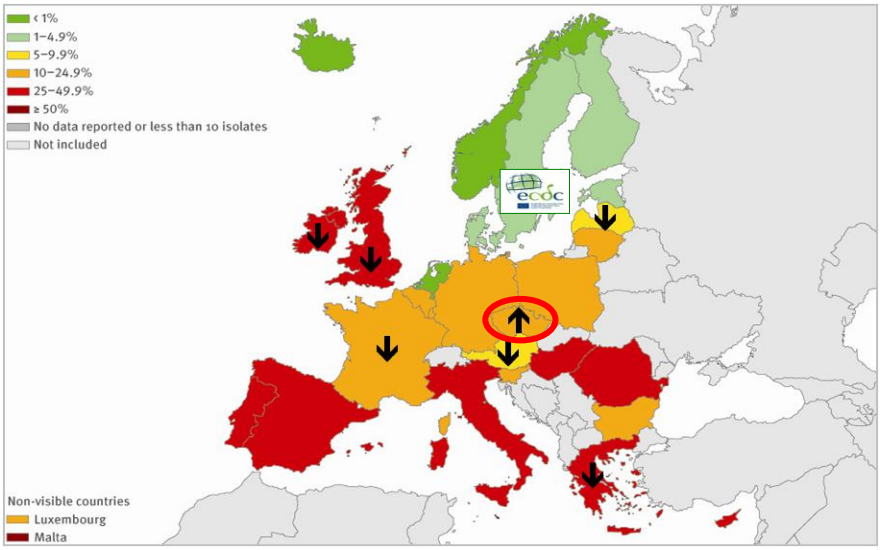
Total outpatient antibiotic use in EU Member States, Iceland and Norway, 2008



* Total use, i.e. including inpatients (CY, GR, LT).
** Reimbursement data, i.e. not including over-the-counter sales without a prescription (ES)
*** Data from 2007 (MT)

Source: European Surveillance of Antimicrobial Consumption (ESAC), 2010. *In:* ECDC Annual Epidemiological Report 2010: in press.

Staphylococcus aureus: proportion of invasive isolates resistant to meticillin (MRSA), 2009

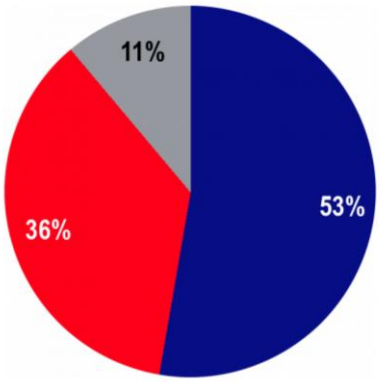


Source: EARS-Net, 2010. The symbols ↑ and ↓ indicate a significant increasing or decreasing trend for the period 2006-2009, respectively. These trends were calculated on laboratories that consistently reported during 2006-2009.

Knowledge about antibiotics

The majority of Europeans believe that antibiotics act against viruses

For each of the following statements, please tell me whether you think it is true or false: ***Antibiotics kill viruses***



Special Eurobarometer 338 (EB 72.5) 2009

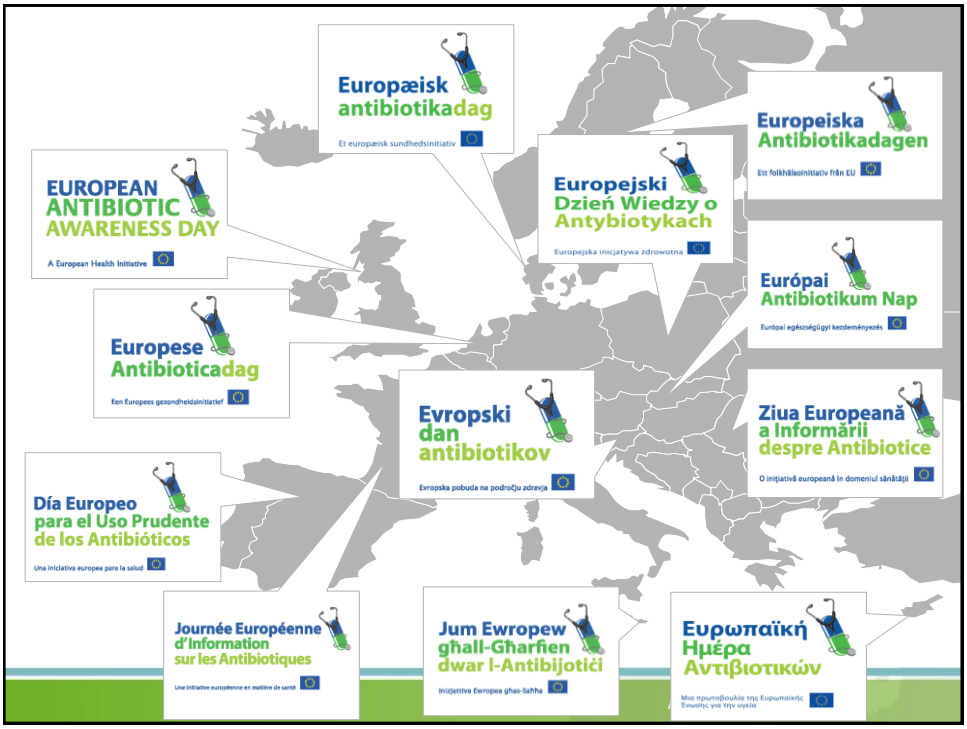
Target Audience / Customer?

Who is influencing antibiotic consumption?

Patients
– many people think that antibiotics are effective against colds and flu

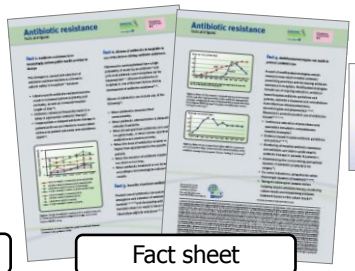
Primary care prescribers
– major differences in antibiotic prescribing for coughs and colds across Europe

Hospital prescribers
– major differences in dosing and duration of antibiotic therapy in hospitals across Europe

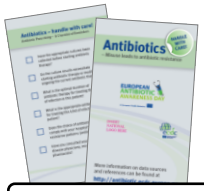


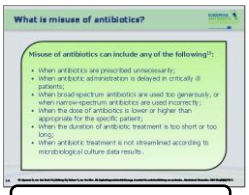
Toolkit for hospital prescribers: information materials

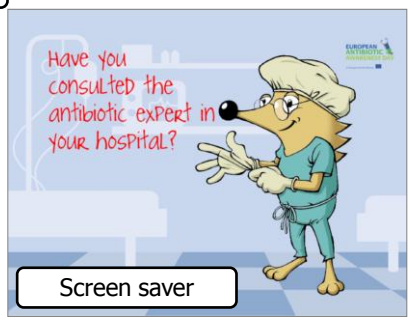
Advertorial


Fact sheet

Web banner

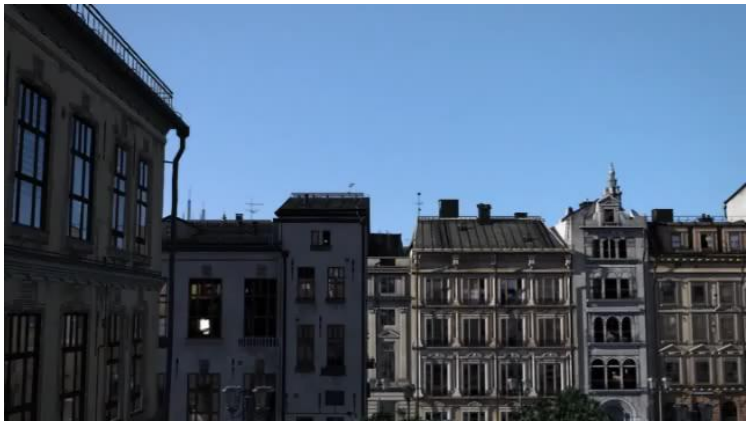

Check list


PPT Presentation



Screen saver

TV and web spots



Available from:http://antibiotic.ecdc.europa.eu

Case study on EEAD:

National prudent antibiotic use campaign – Belgium

Objectives of national campaign in Belgium

•***Knowledge:***

"antibiotics not active against viruses"

•***Attitude:***

"antibiotics not for common cold, acute bronchitis and flu"

•***Behaviour:***

"do not take antibiotics for common cold, acute bronchitis and flu"

Was the public ready for the campaign?

•Pre-campaign study by specialized agency among 1,000 persons

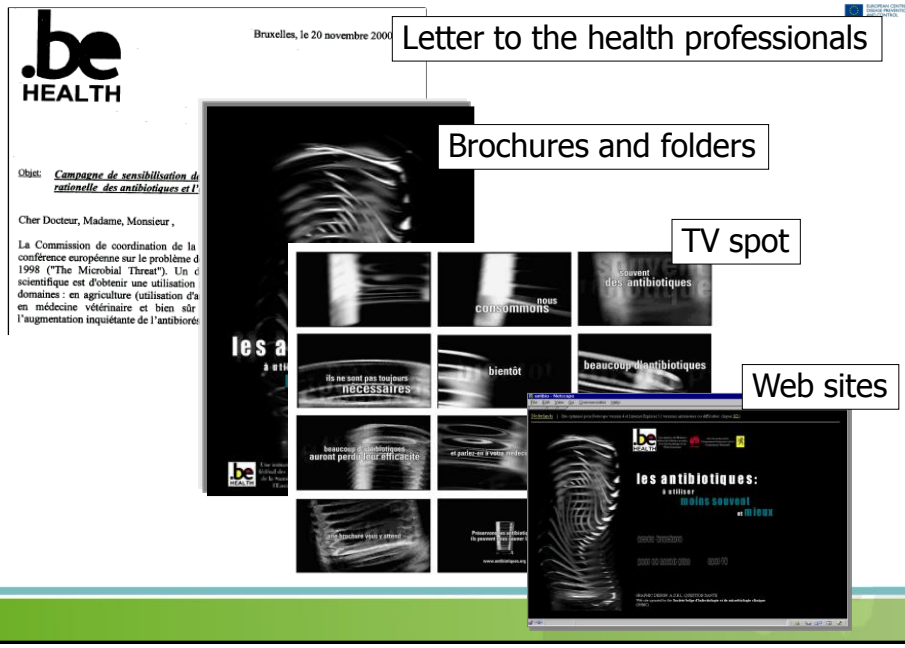
•Large misunderstanding or lack of information about the real conditions for usefulness of antibiotics in current infections

•Belief that antibiotics will allow a faster cure for even minor infections

•Great confidence of the public in doctors and pharmacists

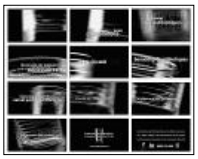
•Doctors tend to overestimate the patients' pressure for antibiotics

Campaign activities



Belgium organised 3 different awareness campaigns

2000 – 2003 (3 winters)



2004 – 2008 (4 winters)

2008 – … (launched 18.11.08)

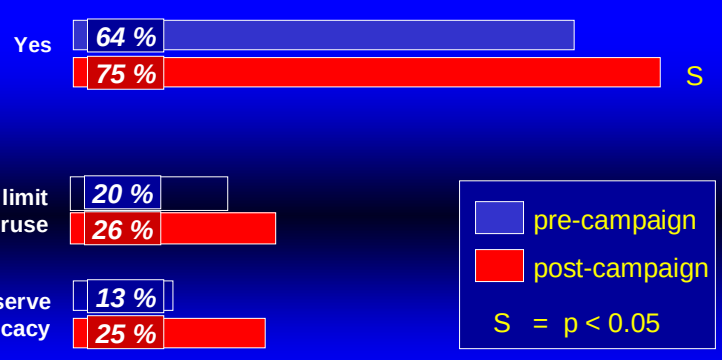
Evaluation of the Belgian National Campaigns

- **Process evaluation**
- **Impact evaluation**
  - The awareness of the public
  - The appreciation of the campaigns by the GPs
  - Antibiotic prescription at the community level
  - Cost/saving
- **Outcome evaluation**
  - Antibiotic resistance in the community

Awareness of the public after the 1st campaign (2 of 2)

Main and most salient results concerning individual AB use :
(in comparison with a similar pre-campaign survey)

Do you agree to use less AB in agreement with your GP ?



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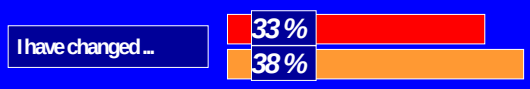
Appreciation by the General Practitioners after the first two campaigns (2 of 2)

Did they change anything in their practice ? ...



And if they changed, how did they change ? ...

key

1st campaign

2d campaign

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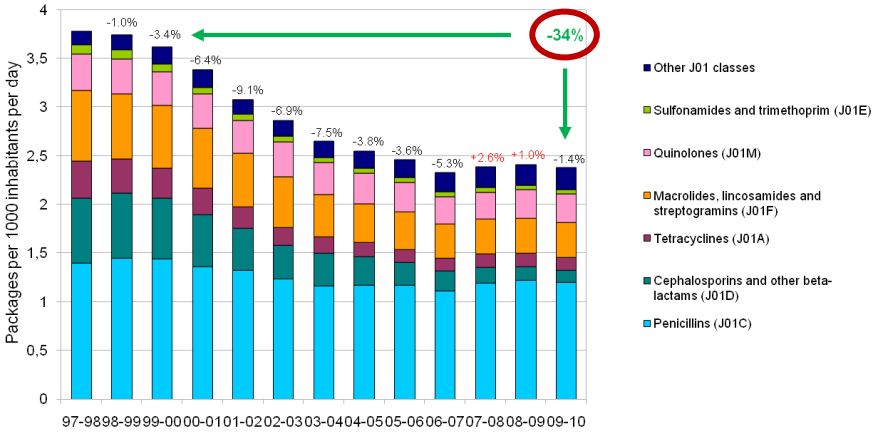
Behavioural impact: Belgian Campaigns 2002-2010

Outpatient antibiotic use in Belgium in packages per 1,000 inhabitants per day – July - June



Objectives & activities for 2011

Training module on development, implementation & evaluation of national campaigns

Guidance on how to adapt EAAD key messages and materials for use on social media

Intensify cooperation with stakeholders and patient groups – and develop patient stories

Futuris episode on prudent antibiotic use with Euronews

Media toolkit including preview of new Europe-wide data

Partner major initiatives, e.g. WHD, TATFAR, Get Smart, EC AMR Strategy

Protecting Europe's health

ecdc

EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL

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Questions

Please wait for the microphone and state your name and organisation before asking your question

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