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

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European Antibiotic Awareness Day

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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?

Misuse of antibiotics
Threat to patient safety
Limited options for treatment
Increased length of hospital stays
Poor implementation of hygienic measures
Increased patient morbidity and mortality
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

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


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

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European Antibiotic Awareness Day is marked on 18 November 2010 to promote prudent antibiotics use in hospitals.

**What is the problem?**
Antibiotic resistance is now an everyday problem in all hospitals across Europe.

**What is driving this problem?**
Inappropriate prescribing of antibiotics in hospitals is driving development of resistance.

**How can the problem be addressed?**
Make targeted antibiotic prescribing a strategic priority in hospitals.
Toolkit for hospital prescribers: information materials

- Advertorial
- Fact sheet
- Check list
- PPT Presentation
- Web banner
- 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

Letter to the health professionals

Brochures and folders

TV spot

Web sites

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?

<table>
<thead>
<tr>
<th>Yes</th>
<th>pre-campaign</th>
<th>post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>75%</td>
<td>S</td>
</tr>
</tbody>
</table>

Why?

<table>
<thead>
<tr>
<th>To limit overuse</th>
<th>pre-campaign</th>
<th>post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>26%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>To preserve their efficacy</th>
<th>pre-campaign</th>
<th>post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>25%</td>
<td>S = p &lt; 0.05</td>
</tr>
</tbody>
</table>
Appreciation by the General Practitioners after the first two campaigns (2 of 2)

Did they change anything in their practice? ...

- Have changed...
  - 33%
  - 38%

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

- I effectively have prescribed less AB
  - 32%
  - 63%

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
Questions

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