

2017 Antibiotic Awareness Week Toolkit for Healthcare Organizations and Professionals



Public Health
Agency of Canada

Agence de la santé
publique du Canada

Introduction:

Antimicrobial resistant infections are becoming more frequent and increasingly difficult to treat.

The rapid emergence and spread of antimicrobial resistant infections is aggravated by the widespread use of antimicrobials in human and veterinary medicine and in the agriculture industry.

Antimicrobials are among our strongest weapons against infections in both humans and animals, are losing their effectiveness more quickly than we are identifying and developing new drugs or other treatments. These developments have significant consequences for human health, animal health and welfare, the health care system, food safety, the environment and the economy.

Increasing awareness of AMR and of the importance of using antimicrobials appropriately is one of the actions that can help drive changes that will reduce AMR.

The Public Health Agency of Canada (PHAC) has prepared this toolkit to help you participate in various activities throughout the year, and specifically during Antibiotic Awareness Week from November 13-18, 2017. It includes key messages, social media messages, information about new activities, and links to resources from PHAC and other programs.

Goals:

- Increase awareness activities by sharing resources that can be used by others.
- Contribute to increasing public awareness of the need to preserve the effectiveness of antibiotics, and
- Increase appropriate prescribing.

Key Messages:

Patients

- Antibiotic resistance is a growing health concern that Canadians should learn more about.
- The overuse and misuse of antibiotics can cause more bacteria to become resistant to them.
- There are five important steps you can take to reduce the risks of AMR for you, your family and your community:
 - Clean your hands properly and frequently,
 - Prevent the spread of germs by coughing/sneezing into your arm, and if you get sick, stay home,

- Keep your immunizations up to date and get the annual flu shot,
 - Store, prepare and handle your food safely.
- Antibiotics only work for bacterial infections, not viruses such as the common cold or flu.
- If you are prescribed antibiotics, take them as prescribed by your health care professional.
- Do not share prescription drugs with anyone, and don't take antibiotics that were not prescribed for you.
- Dispose of prescription medication properly.

Healthcare Professionals

- Antibiotic resistance puts patients at risk of treatment failure and can lead to the spread of infection.
- You play a key role in the prevention and control of treatment-resistant infections.
- Talk to your patients about why antibiotics may not be needed and provide other therapies for viral infections.
- Remind patients to take antibiotics as prescribed.
- The Public Health Agency of Canada has resources on AMR to help you.

Animal Health Care

- Veterinarians play a key role in prescribing antibiotics for use in animals.
- Veterinarians are in the best position to make decisions on antibiotic use that balance the best interests of animal health and welfare with those of public health.
- Veterinarians work with clients and their animals to optimize health, prevent disease and minimize the need for antibiotics.
- A valid veterinarian-client-patient-relationship must exist before a veterinarian can prescribe a medication for an animal. This is referred to as the VCPR and it is required by law. In order to make treatment recommendations that are safe for the animal, the VCPR usually involves face-to-face communication with the veterinarian and an exam of the animal or animals to determine the animal's current health status.
- Veterinarians ensure the right antibiotics and correct dosage are prescribed and administered to treat disease in animals within the boundaries of a valid veterinarian-client-patient-relationship.
- As of December 1, 2018, all medically important antibiotics can only be sold to animal owners with a veterinary prescription.
- Canadian animal health companies will be voluntarily removing growth promotion claims from all medically important antibiotic labels by December 1, 2018.

- Canadian animal health companies have voluntarily shared data on the volumes of antibiotics they distribute with the Public Health Agency of Canada for over a decade to support surveillance.

Activity Ideas:

- Highlight Antibiotic Awareness Week on your website
- Participate in the Antibiotic Awareness Week thunderclap event to collectively create significant social media activity about AMR (see description below)
- Use Antibiotic Awareness Week as a kickoff to begin a stewardship program
- Issue a press release
- Retweet PHAC and other twitter messages
- Distribute educational materials to the general public (see available Government of Canada resources below)
- Distribute tools and guidelines to healthcare professionals and facilities
- Host local-level events
- Deliver presentations to interested parties
- Post social media messages and participate in the annual Global Twitter Chat at #KeepAntibioticsWorking
- Share information with your organization's membership through e-mail or newsletters
- Develop and promote articles in local media
- Place ads in local or national media (free standing inserts, print ads, television or radio ads, etc.)

Thunderclap:

A Thunderclap helps amplify social media messages by rallying partners and friends to share the same message at the same time through Facebook, Twitter, and Tumblr, so that it cannot be ignored (essentially an online flash mob).

The National Collaborating Centre for Infectious Diseases is leading efforts by AMS Canada supporters to develop a national Thunderclap. Here is the information:



How does this work?

What we're building is a Thunderclap 'invitation'. This is composed of a few parts: a) a title given to the campaign (30 character limit), b) a key message- a succinct and provocative statement that encourages visitors to read more (116 character limit), c) story portion with broader information and links to resources, and d) some information about the host organization/network.

The invitation will be launched and promoted through different mechanisms (e.g. NCCID's Twitter account, a link on our website, direct email to AMS Canada and other networks), and from there, shared through the social media account/s (Facebook, Twitter, Tumblr, more than one can be selected) chosen by the recipient. When the recipient—whether an individual or organization—has signed on to support our Thunderclap, their work is done—the key message will be automatically posted to their accounts on November 13th 9 AM Eastern.

The 'Thunderclap' platform counts the number of supporters and records the size of their network (e.g. 'followers', 'friends'). This gives us a measurable result for our efforts. The outcome is a unified message on appropriate antibiotic use that is hard to ignore.

Our modest goal for this initial Thunderclap is 100 supporters by November 13th. If nothing else, we will gain knowledge of other AAW campaigns and relevant resources, and learn some lessons on coordinating a future campaign among our many collaborators. We may also increase the membership of the AMS Canada network, and know more about our 'reach'.

Title & Message

Click through to donate a Tweet or post to your network. This message will reach your contacts at the opening of Antibiotic Awareness Week (November 13-17). You can sign up as late 8:59 AM EDT on November 13th—but we encourage you to sign up now. It just takes one click!

More about us:

This campaign is led by the National Collaborating Centre for Infectious Diseases, partnered with HealthCareCAN, with support from members of 'AMS Canada'—a growing national network of stakeholders and key influencers focused on advancing antimicrobial stewardship.

Questions?

Contact NCCID with any questions at: nccid@umanitoba.ca

Antibiotic Awareness Resources:

Government of Canada Web Content:

About Antibiotic Resistance https://www.canada.ca/en/public-health/services/antibiotic-antimicrobial-resistance.html?utm_source=canada-ca-antibiotics-en&utm_medium=vurl&utm_campaign=amr

Antibiotic resistance

Help prevent antibiotic resistance by learning about its causes, impact and which bacteria and illnesses are antibiotic-resistant. Also discover helpful resources.



Services and information

About antibiotic resistance

Learn how antibiotic resistance develops, how resistant bacteria are spread and how to reduce the risk of antibiotic resistance.

Antibiotic-resistant bacteria and illnesses

Discover which bacteria and illnesses are antibiotic-resistant and why they can be difficult to treat.

Impacts of antibiotic resistance

Know the risks of antibiotic resistance to human health and who is most at risk.

Prevention of antibiotic resistance

Help prevent antibiotic resistance by following these tips on avoiding illness and using antibiotics responsibly.

[Antibiotic resistance research and surveillance](#)

Learn how antibiotic use and resistance are researched and monitored in Canada

[Antibiotic resistance awareness materials](#)

Find print-ready and online resources to raise awareness on antibiotic resistance.

[The Government of Canada's response to antimicrobial resistance](#)

We are working to prevent, limit and control the spread of antimicrobial resistance (AMR). Learn how the Government of Canada monitors AMR and supports the proper use of antimicrobials (antibiotics) in both humans and animals.

[Antibiotic resistance and animals](#)

Learn about antimicrobial resistance and animals, surveillance, policy development and outreach activities.

Contributors

- [Health Canada](#)
- [Public Health Agency of Canada](#)

[What we are doing](#)

Publications

- [Canada Communicable Disease Report \(CCDR\): Volume 41S-5, November 19, 2015: Antimicrobial resistance and innovation](#)
- [Canadian Antimicrobial Resistance Surveillance System \(CARSS\) Report 2016](#)
- [National Laboratory Surveillance of Invasive Streptococcal Disease in Canada - Annual Summary 2014](#)
- [National Surveillance of Antimicrobial Susceptibilities of Neisseria gonorrhoeae - Annual Summary 2014](#)

Initiatives

- [Tackling Antimicrobial Resistance and Antimicrobial Use: A Pan-Canadian Framework for Action](#)
- [Federal Action Plan on Antimicrobial Resistance and Use in Canada: Building on the Federal Framework for Action](#)
- [Antimicrobial Resistance and Use in Canada: A Federal Framework for Action](#)
- [Pathogen Reduction Initiative](#)
- [Canadian Institutes of Health Research Antimicrobial Resistance Initiatives](#)

Antibiotic resistance awareness materials

The following materials are available in high quality pdf format through the links below. Consider printing a poster for display in your offices (and remember to replace it when it becomes worn!).

Videos:

- [How to prevent antibiotic resistance](#)

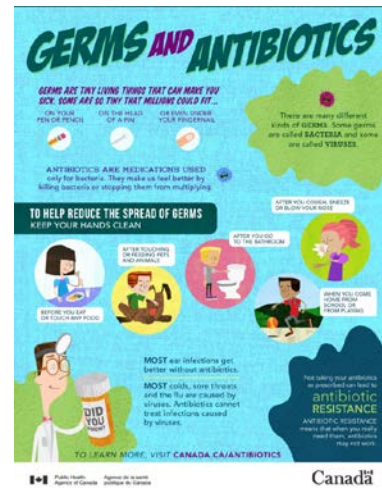


- [Help reduce antibiotic resistance](#)



Posters and Brochures:

- [Germs and antibiotics](#)



- [Antibiotic resistance questions and answers](#)



- [Help reduce antibiotic resistance](#) (Infographic)

HELP REDUCE ANTIBIOTIC RESISTANCE

Antibiotic resistance occurs when bacteria that can make you sick change so that the antibiotics used to treat them do not work as well.

LOWER YOUR RISK OF GETTING SICK

- KEEP YOUR HANDS CLEAN
- KEEP YOUR GERM TO YOURSELF
- GET VACCINATED
- CLEAN COMMON SURFACES WITH SOAP AND WATER
- IF YOU'RE SICK, STAY HOME
- STORE, HANDLE AND PREPARE FOOD SAFELY
- PRACTICE SAFER SEX

IF YOU ARE PRESCRIBED ANTIBIOTICS BY A HEALTHCARE PROFESSIONAL → **USE THEM AS DIRECTED—EVEN IF YOU FEEL BETTER.**

- 1 take the exact amount
- 2 at the right time of day
- 3 for the exact amount of time

Don't share antibiotics with anyone.

If you are told to stop taking antibiotics, return unused medicine to the pharmacy.

TO LEARN MORE, VISIT CANADA.CA/ANTIBIOTICS

Public Health Agency of Canada / Agence de la santé publique du Canada

- [Does your child have an earache?](#)

DOES YOUR CHILD HAVE AN EARACHE?

As a parent, you want to take the pain away. But will an **antibiotic** help?

FACTS:

- 1 Earaches in children can be caused by either bacteria or viruses.
- 2 Not all earaches need antibiotics.
- 3 Antibiotics are not effective in treating infections caused by viruses.
- 4 Earaches caused by bacteria often go away on their own.

TIPS:

- 1 Manage pain. Ask a healthcare provider such as a pharmacist to recommend ways to reduce pain, fever, and other symptoms.
- 2 Talk to your healthcare provider if you are concerned.
- 3 If your child does need antibiotics, take them as prescribed.

Taking antibiotics when they are not needed can lead to **antibiotic resistance**, increasing the risk that antibiotics may not work when your child or someone else in your family really needs them.

TO LEARN MORE ABOUT ANTIBIOTIC RESISTANCE AND WHAT YOU CAN DO, VISIT CANADA.CA/ANTIBIOTICS

Public Health Agency of Canada / Agence de la santé publique du Canada

- [Antibiotics and adults aged 65+](#)

ADULTS AGED 65+ ARE OFTEN PRESCRIBED ANTIBIOTICS FOR INFECTIONS.

You may be at **increased risk** of infections if you:

- 1 Are frequently exposed to healthcare settings where infections can easily spread.
- 2 Live in a care facility or residence in close contact with others.
- 3 Have a weakened immune system.

Here are **some tips** to prevent infections:

- 1 Make sure your vaccinations are up to date.
- 2 Clean common surfaces with soap and water.
- 3 Keep hands clean, and cough and sneeze into your sleeve or tissue.
- 4 Store, handle and prepare food safely.

If you are diagnosed with an infection: Talk to your healthcare provider to see if antibiotics are the best treatment option. You may not need antibiotics, but if you do, **take them as prescribed.**

TO LEARN MORE, PLEASE VISIT CANADA.CA/ANTIBIOTICS

Public Health Agency of Canada / Agence de la santé publique du Canada

- [What is antibiotic resistance?](#) (Web banner)

WHAT IS ANTIBIOTIC RESISTANCE?


To add the following banner to your Web site, copy the image and HTML code below and paste it anywhere on your site.

http://healthycanadians.gc.ca/drugs-products-medicaments-produits/buying-using-achat-utilisation/antibiotic-resistance-antibiotique/index-eng.php?src=drugs_products-amr_14&medium=bannerpage-button_en&campaign=amr_14

Public Health Agency of Canada / Agence de la santé publique du Canada

For Indigenous Populations

- [Antibiotic resistance questions and answers](#)



“Sometimes the RIGHT PRESCRIPTION is NO PRESCRIPTION.”

ANTIBIOTIC RESISTANCE QUESTIONS & ANSWERS

1. WHAT CAUSES INFECTIONS?
Infections can be caused by many kinds of germs, such as bacteria, viruses, parasites and fungi. Even though they cannot be seen, these microbes are all around us.

2. WHAT ARE ANTIBIOTICS?
Antibiotics are medications that work to kill or stop bacteria from multiplying. Antibiotics do not work against infections caused by viruses. MOST colds, sore throats and flu are caused by viruses.

3. WHAT IS ANTIBIOTIC RESISTANCE?
Antibiotic resistance happens when bacteria that can make you sick change so that the antibiotics used to treat them do not work as well or at all. One of the most common antibiotic-resistant bacteria is methicillin-resistant staphylococcus aureus (MRSA), commonly found on the skin.

4. WHAT CAUSES ANTIBIOTIC RESISTANCE?
Antibiotic resistance develops naturally, but the main causes are the overuse and misuse of antibiotics. This includes using antibiotics when they are not needed, not taking antibiotics as prescribed, self-medicating or antibiotic sharing.

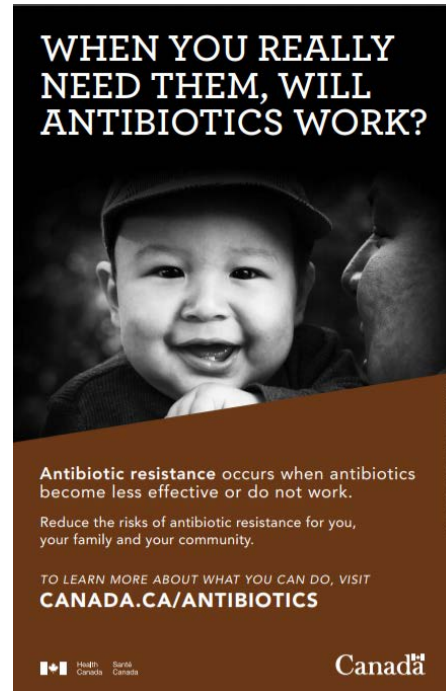
“ANTIBIOTICS DO NOT WORK AGAIN! INFECTIONS CAUSE BY VIRUSES...”

5. WHY SHOULD I BE CONCERNED?
We rely on antibiotics to cure bacterial infections. Before antibiotics were discovered in 1928, infections such as bacterial pneumonia and infection associated with childbirth or minor wounds could not be treated and often caused death. Resistant infections are more difficult to treat, and can lead to long-term illness, and even death.

6. WHO IS MOST AT RISK?
Anyone can get an antibiotic-resistant infection. However, young children, the elderly, people with weakened immune systems (HIV, cancer, etc.) are most at risk.

Canada

- [When you really need them, will antibiotics work?](#)



WHEN YOU REALLY NEED THEM, WILL ANTIBIOTICS WORK?

Antibiotic resistance occurs when antibiotics become less effective or do not work.

Reduce the risks of antibiotic resistance for you, your family and your community.

TO LEARN MORE ABOUT WHAT YOU CAN DO, VISIT CANADA.CA/ANTIBIOTICS

Canada

Surveillance Data on AMR and Antimicrobial Use (AMU) in Canada:

Canadian Antimicrobial Resistance Surveillance System (CARSS) provides an integrated picture of AMR/AMU in Canada based on available surveillance data from PHAC's nine surveillance systems and laboratory reference services which track the identified priority organisms. The 2017 CARSS Report will be published to this URL: <https://www.canada.ca/en/services/health/publications/drugs-health-products.html>

(FR: <https://www.canada.ca/fr/services/sante/publications/medicaments-et-produits-sante.html>)

You are encouraged to review the synthesis provided in the report to better understand the state of AMR and AMU in Canada in both humans and animals.

A webinar on the CARSS report will be offered on November 16 2017.

Links to other Resources:

AMMI Canada: Business Case for Antimicrobial Stewardship Programs, and Symptom-Free Pee: Let it Be <https://www.ammi.ca/AntibioticAwareness/>

Antibiotic Wise: Take the Pledge to Use Antibiotics Wisely! "sign" the pledge and tell others about it. <http://antibioticwise.ca/>

Canadian Patient Safety Institute: Antimicrobial Resistance tools and resources <http://www.patientsafetyinstitute.ca/en/Topic/Pages/Antimicrobial-Resistance.aspx>

Choosing Wisely Canada: November 2, 2017 Webinar on Antibiotic Wisely: Sharing Proven Strategies to Reduce Unnecessary Antibiotic Use <https://choosingwiselycanada.org/event/nov2017talk/>

Food and Agriculture Organization of the United Nations: <http://www.fao.org/antimicrobial-resistance/en/>

Quebec Department of Agriculture, Fisheries and Food: http://www.mapaq.gouv.qc.ca/fr/Productions/santeanimale/maladies/antibio/Pages/utilisation_antibiotiques.aspx.
<http://www.mapaq.gouv.qc.ca/fr/Productions/santeanimale/maladies/Pages/alimentsmedicamenteux.aspx>

National Collaborating Centre for Infectious Diseases: Antimicrobial Use and Resistance information and tools <https://nccid.ca/collection/antimicrobial-resistance/>

Northern Antibiotic Resistance Partnership: educational resources aimed at children <http://narp.ca/edu.htm>

World Health Organization: <http://www.who.int/campaigns/world-antibiotic-awareness-week/en/>

World Organisation for Animal Health: <http://www.oie.int/en/for-the-media/amr/>

US Centres for Disease Control: <https://www.cdc.gov/getsmart/week/index.html>