

TOOLKIT

WORLD ANTIBIOTIC AWARENESS WEEK

2019

18 to 24 November 2019 | #KeepAntibioticsWorking



ABOUT THE WORLD ANTIBIOTIC AWARENESS WEEK EUROPEAN ANTIBIOTIC AWARENESS DAY

European Antibiotic Awareness Day (EAAD), created by the European Centre for Disease Prevention and Control (ECDC), is marked on Monday 18 November 2019, in partnership with WHO's World Antibiotic Awareness Week (18 – 24 November 2019).

The objective is to increase awareness of global antibiotic resistance and encouraging best practices among the general public, healthcare professionals and policy makers to avoid the further emergence and spread of antibiotic resistance.

This toolkit has been designed to provide you with the essential information you need to take part in the campaign. EAHP hopes that it will help inspire and assist you to develop your own awareness activities and actions. This toolkit includes:

- Key messages
- Images
- Social media messages

1 SHARE

Use the campaign hashtags #KeepAntibioticsworking and #EAHP and share the Antibiotic awareness campaign materials, that you can adapt to meet your needs, on your social media platforms. When you tweet, please tag @EAHPtweet so EAHP can see and amplify your tweet.

2 PROMOTE

Raise awareness of the contribution of hospital pharmacist in fighting antimicrobial resistance. Use the stats, facts and key messages in this toolkit.

3 HOST

Tell the EAHP team if you are holding events to mark the Antibiotic awareness week/day and EAHP will promote them in its social media platforms.

World Antibiotic Awareness Week / European antibiotic awareness day 2018

This year's World Antibiotic Awareness Week's theme is "keep antibiotics working". The theme explores the role of healthcare workers in reducing antibiotic resistance in hospitals and other healthcare settings through infection prevention and control measures.

Moreover, this year the European antibiotic awareness day (18 November) coincides with the launch of the results of the ECDC wide survey of healthcare workers knowledge and attitudes about antibiotic use and resistance.

Learn more about this year's theme at <https://antibiotic.ecdc.europa.eu/en>

On World Antibiotic Awareness Week (18 to 24 November), EAHP encourages hospital pharmacist to make direct interventions within multidisciplinary care teams such as reviewing antibiotic duration, advising on the cessation of inappropriate antibiotic treatments, and educating other healthcare professionals on the restricted use of certain antibiotics.

The need for new incentives to develop antibiotics and to strengthen knowledge through surveillance and research

An urgent review of the current research environment for new antibiotics, and development of fresh proposals for pan-European action on the matter.

Improve stewardship of antimicrobials through hospital pharmacist management

National governments and health system managers to take proactive steps to develop and benefit from the key resource that is within their midst in terms of combating antimicrobial resistance: the hospital pharmacist, and their specialised background and knowledge in the area of appropriate antibiotic use. Roles should be expanded in this regard, and the hospital pharmacist embedded in the heart of national strategic responses to the AMR crisis.

Stop misusing antibiotics in healthy animals to prevent the spread of antibiotic resistance

Further clarification, tightened definition and improved enforcement of European regulations designed to reduce antibiotic misuse in the veterinary sector.

Social media



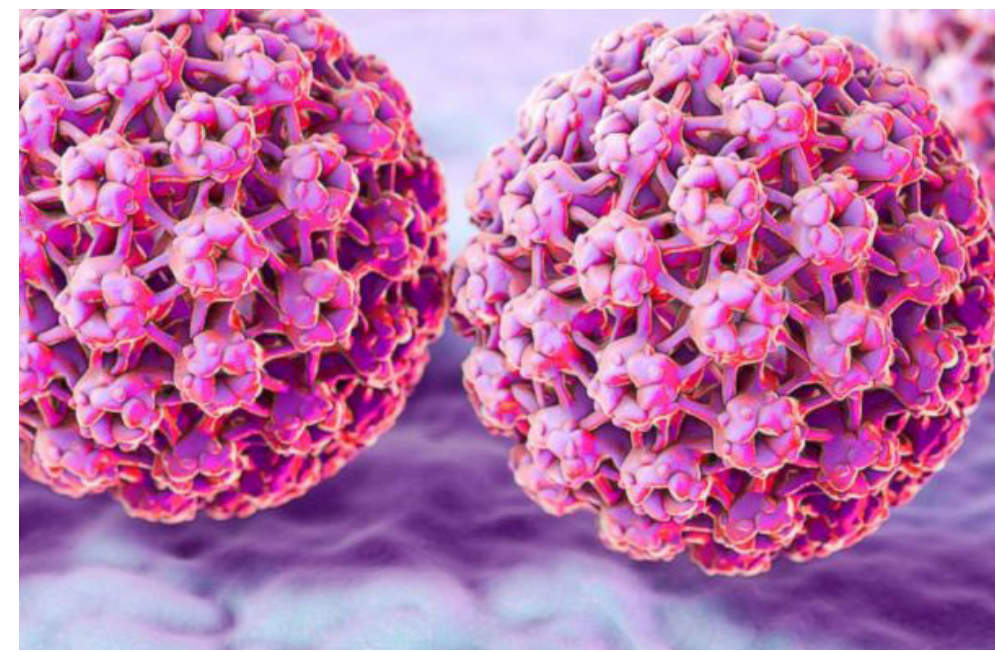
It's European Antibiotic Awareness Day! #EAAD19 The escalating threat of #AntimicrobialResistance is a global public #health concern. Let's join forces for increased impact & the fight against resistance to antibiotics #WAAW19 #AMR #KeepAntibioticsWorking



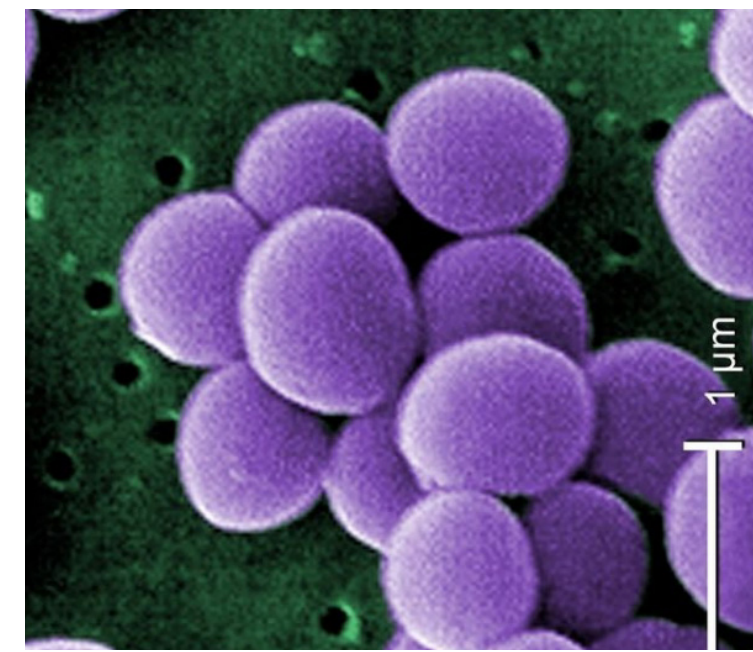
Development & increase of #AMR put #patients with life threatening infections at risk of therapeutic insufficiency. European #HospitalPharmacists can contribute & promote the prudent use of antimicrobial drugs via the enforcement of #antibiotic stewardship #EAAD19



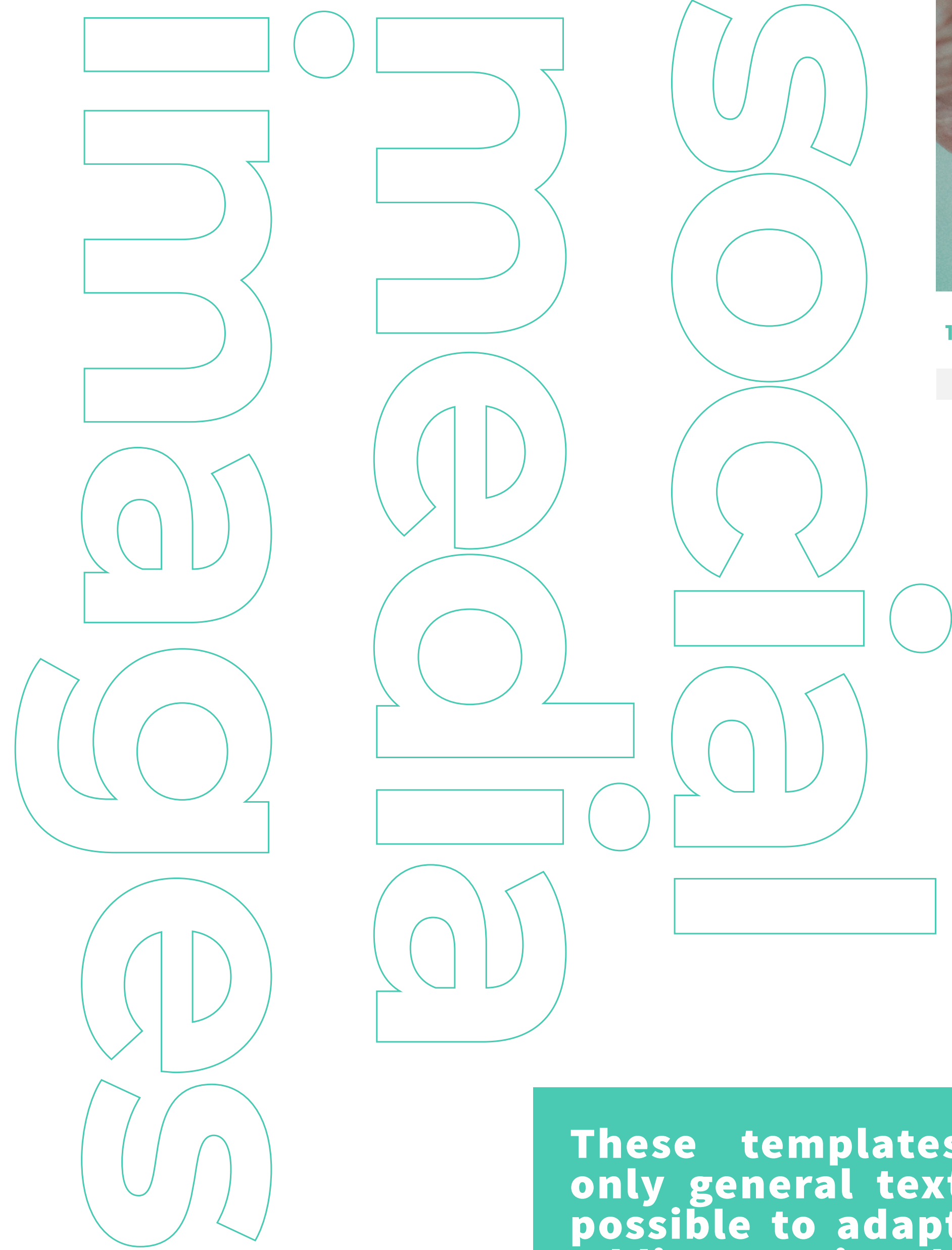
Antimicrobials misuse & overuse increases #AntiMicrobialResistance risk. the use of #antimicrobial drugs through #antibiotic stewardship teams ensures efficient therapy for #patients with life threatening infections. #WAAW19 #AMR #KeepAntibioticsWorking #EAAD19



To fight #AMR, the involvement of #hospitalpharmacists is crucial as they are the primary #healthcare professionals specialized on proper use of medicines. #KeepAntibioticsWorking #WAAW19 #EAAD19



messages



Hospital pharmacists play a key role in supporting the appropriate use of antimicrobials


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Hospital pharmacists are experts in medicines and efficiently contribute to reduction of antibiotic overuse and resistance development

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In the hospital setting, a hospital pharmacist should be a member of the antimicrobial stewardship team and actively involved in antimicrobial management in the multidisciplinary care team

18 to 24 November 2019 | #KeepAntibioticsWorking  eahp
european association

Hospital pharmacists are ready to #KeepAntibioticsWorking through the enforcement of Antibiotic Stewardship

18 to 24 November 2019 | #KeepAntibioticsWorking  eahp
european association of hospital pharmacists

These templates include only general text, so it is possible to adapt them by adding national data or facts. EAHP encourages you to adapt these messages to meet your needs.

Throughout the campaign, EAHP will be communicating via its social media channels:



[@EAHPtweet](https://twitter.com/EAHPtweet)



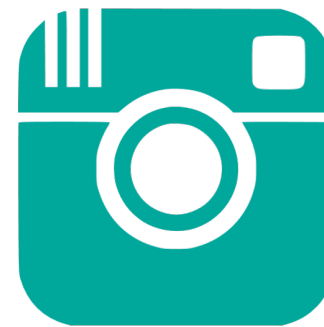
[TheEuropeanAssociationofHospitalPharmacists](https://www.facebook.com/TheEuropeanAssociationofHospitalPharmacists)



[European Association of Hospital Pharmacists - EAHP](https://www.youtube.com/EuropeanAssociationofHospitalPharmacists)



[The European Association of Hospital Pharmacists - EAHP](https://www.linkedin.com/company/The-European-Association-of-Hospital-Pharmacists-EAHP)



[eahpofficial](https://www.instagram.com/eahpofficial)

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#KeepAntibioticsWorking #EAAD2019 #WAAW2019 #Health

