

Awareness and understanding amongst a university student population of a community pharmacy public health campaign encouraging the responsible use of antibiotics

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Background:

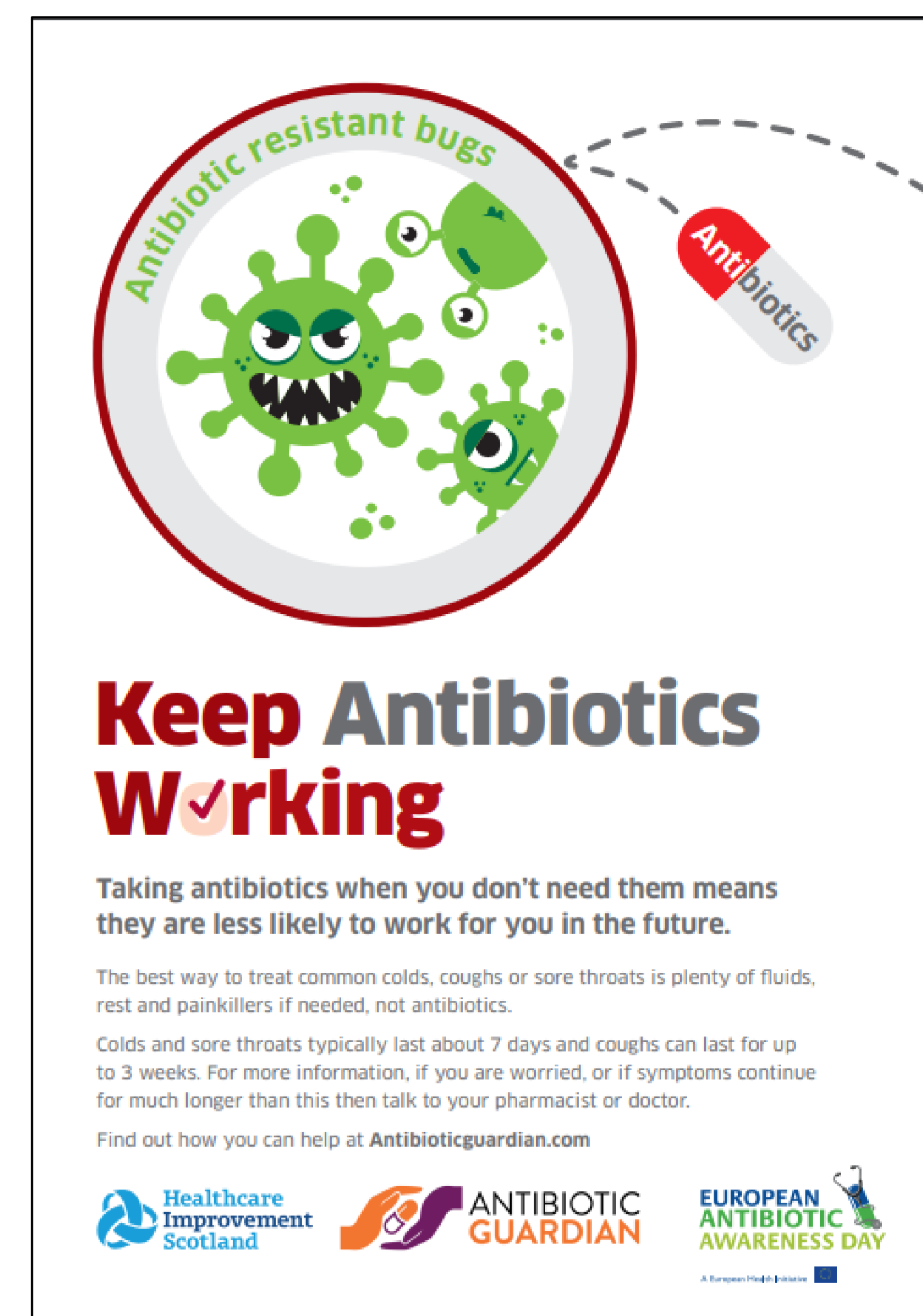
- ❖ Antimicrobial resistance (AMR) is one of the most significant threats to patient safety globally (1)
- ❖ European Antibiotic Awareness Day (EAAD) is a European public health initiative held annually (2)
- ❖ EAAD aims to raise awareness on the importance of appropriate and responsible use of antibiotics amongst the general public
- ❖ NHS Scotland has supported this campaign with resources including posters and leaflets targeting the public and available through community pharmacies (3)

Aim:

To explore the awareness and understanding amongst a university student population of this national campaign

Method:

- ❖ A cross-sectional survey with a questionnaire developed using various resources and piloted
- ❖ This comprised demographics; exposure to media campaign; awareness, knowledge and understanding of campaign; student recommendations on how campaign may be enhanced
- ❖ Question types: mix of closed ended, open ended and 5-point Likert scales
- ❖ All responses were anonymous and returned electronically
- ❖ Relevant ethics approval was in place prior to data collection
- ❖ SPSS version 21 was used for data handling



RESULTS

Participant Demographics

- 1358 responses out of 15228 emails sent
- Only students resident in Scotland eligible to participate and response rate difficult to calculate



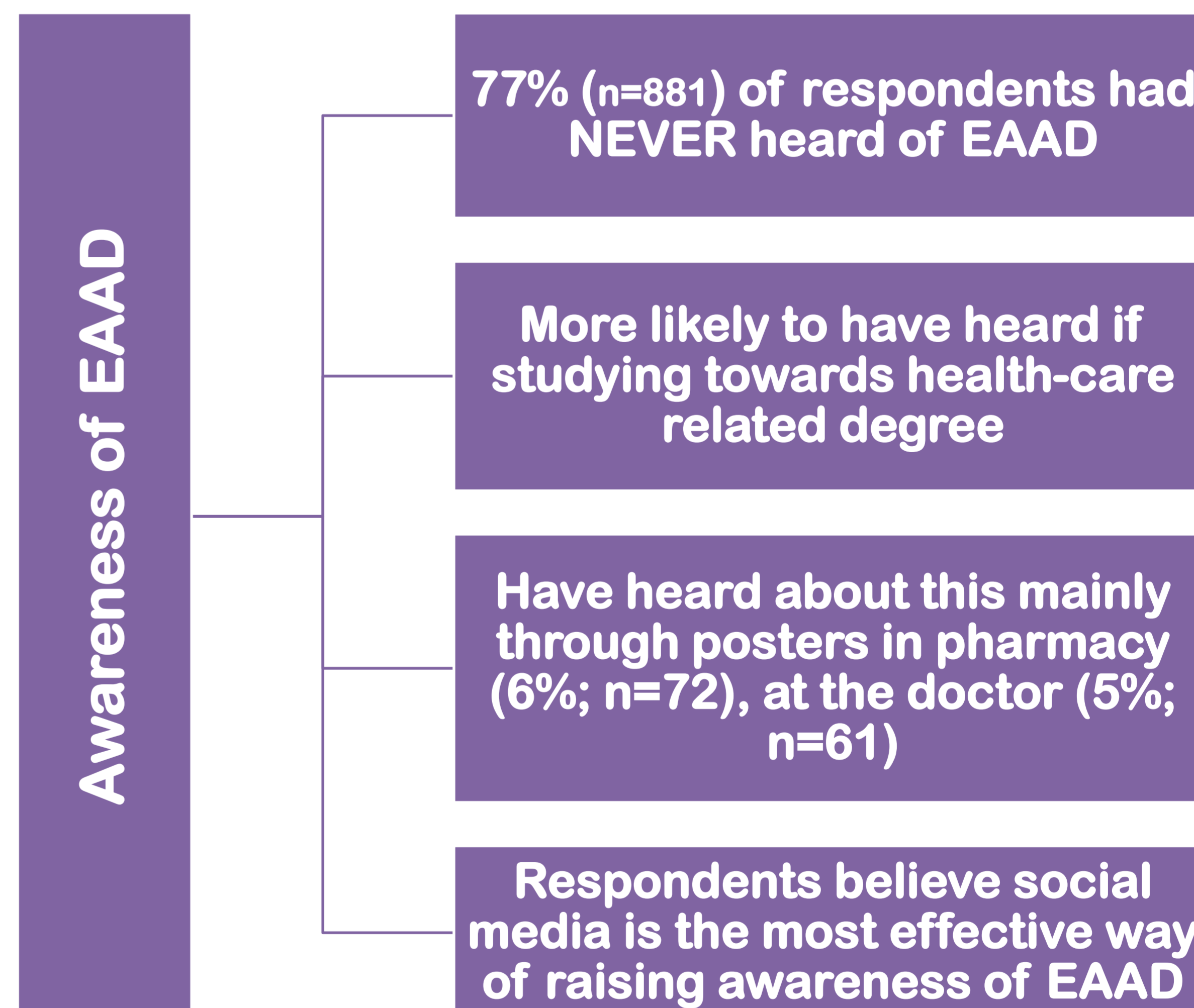
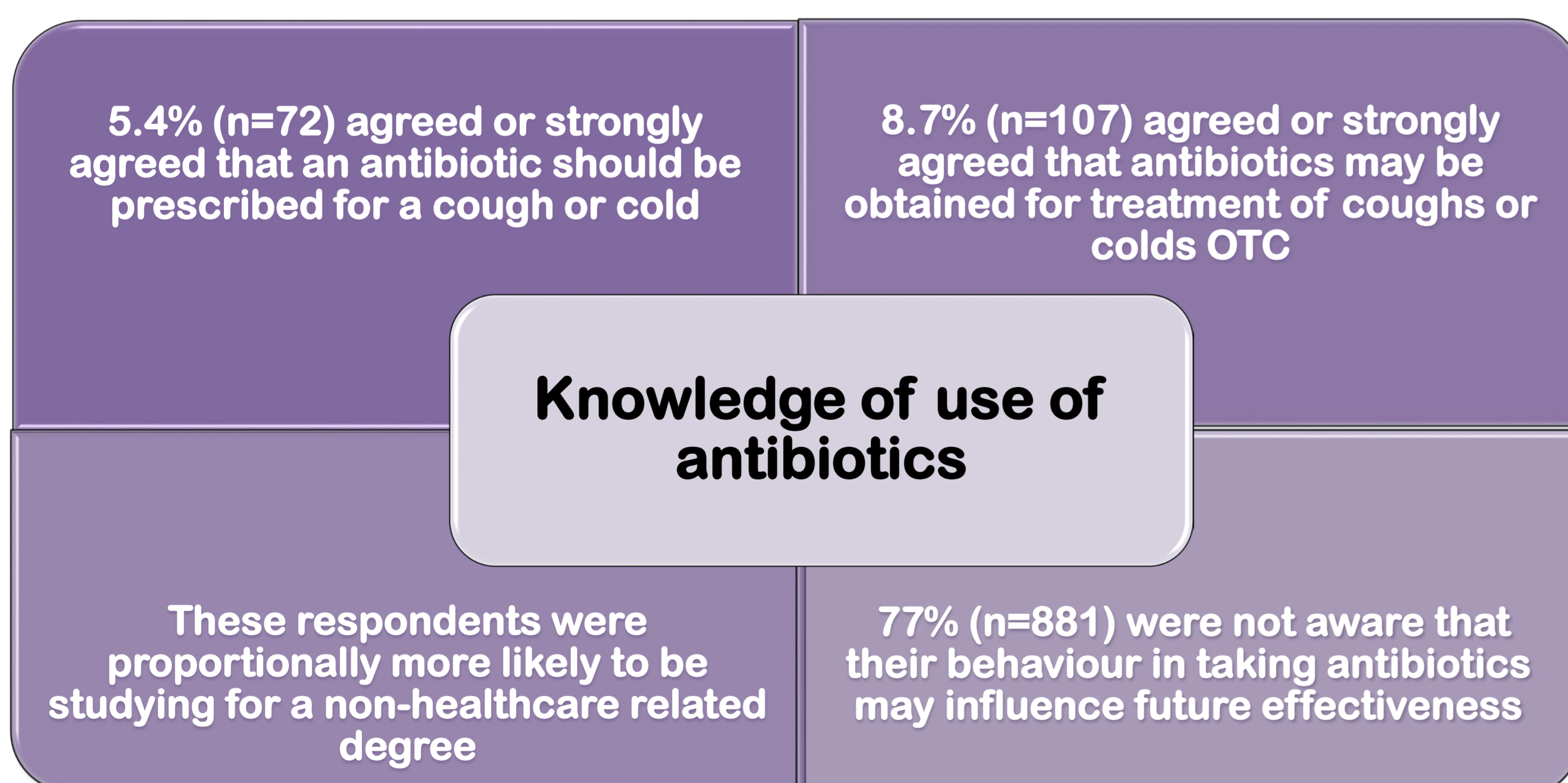
21% Males 63% Females



84% Resident in Scotland

16% preferred not to answer or were ineligible to participate

- Students from all 11 schools within the University responded
- The majority of respondents were from Business School (23% n=315) and School of Pharmacy and Life Sciences (24% n=320)
- 38% (n=504) of participants had taken antibiotics in the past 12 months
- In the majority of cases, this was prescribed



Conclusion

Respondents are mainly not aware of the EAAD and the messages that the campaign is promoting. Students studying for a healthcare degree were more likely to be aware of such a campaign.

The study is limited by small sample size though representation from all schools was in the final cohort. Further research is required into why the campaign is not effective and current approaches for dissemination need to be reviewed.

Disclosure: None of the authors of this study have to disclose any possible financial or personal relationships with commercial entities that may have a direct or indirect interest in the subject matter of this study.

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