

Medicines Matters

Issue 28 – 2nd October 2025

Antimicrobial Prescribing in Children & Healthier Together App

There has been a significant change in the prescribing of antibiotics for children in primary care since the COVID-19 pandemic. Prior to the COVID-19 pandemic 27% of all children in England aged under 10 years received an antibiotic in any given year; after the pandemic this has risen to 36%. Following this, a new England target has been set for children 0-9 years prescribed antibiotics to be less than 27%. LSC ICB is currently significantly above this at 30.8% (12 months to Jun 25). Research is now starting to show that children exposed to antibiotics at a young age are more likely to develop asthma, food allergies, hay fever symptoms and even intellectual disability.¹

Resources to support Antimicrobial Prescribing in Children

The Target Royal College of General Practitioners (RCGP) website has resources and webinars that clinicians may find useful. These explain that what GPs think parents want and what parents actually want are often quite different.

[Antibiotics for children - Target](#)


[Antibiotics for Children Animation](#)


Other resources include [Home](#) | [Paediatric Antimicrobial Stewardship - UK](#)

A clinical resource for healthcare professionals


Healthier Together is a free website and app developed by healthcare professionals to help parents keep their children safe and healthy. It also contains resources for healthcare professionals, including standardised clinical pathways, consistent safety netting information, safeguarding guidance and contact details for further advice.

Scan the QR code
with a smart phone
to view the website







Healthier Together



Download the free app:
'Healthier Together'



Template message for healthcare professionals to send to patients and carers

The following template message can be used to promote the Healthier Together app:

Next time your child is unwell, try using our new App, developed with the Healthier Together team. Download it at [Healthier Together on the App Store](#) or [Healthier Together - Apps on Google Play](#)

Children commonly present with respiratory infections and febrile illness, most of which are self-limiting. While prompt antibiotic treatment remains essential in suspected sepsis, antimicrobial stewardship principles are equally important.

Practices are encouraged to discuss with their Medicines Optimisation Team how they are doing in relation to the new England target for antibiotics in children aged 0-9years.

World Antimicrobial Awareness Week 18th -24th November 2025 is an excellent opportunity to promote Healthier Together Resources and encourage clinicians to watch the Target webinar. Visit [World AMR Awareness Week 2025](#) for more details.

1. The Pharmaceutical Journal, PJ, June 2025, Vol 314, No 7998;314(7998):DOI:10.1211/PJ.2025.1.359094