

Prescribing tip for information



## World Antimicrobial Awareness Week and European Antibiotic Awareness Day 2021

This week (18<sup>th</sup> – 24<sup>th</sup> November 2021) marks the launch of the 2021 World Antimicrobial Awareness Week (WAAW). This campaign, led by the World Health Organisation (WHO) is celebrated annually and aims to increase awareness of global antimicrobial resistance and to encourage best practices among the general public, health workers and policy makers to avoid the further emergence and spread of antibiotic resistant infections. European Antibiotic Awareness Day (EAAD) takes place on the 18<sup>th</sup> November.

The WHO's current slogan for WAAW is 'Antimicrobials: handle with care' and is applicable to all sectors. The theme for the human health sector for WAAW 2021 is 'Spread Awareness, Stop Resistance'. For information about WHO WAAW activities see; the new [Go Blue Campaign](#), stories and resources: [WHO World Antimicrobial Awareness Week 2021](#)

- **If you can only do 1 simple thing this WAAW, it is suggested that as an individual you choose a new or renew your pledge on the [Antibiotic Guardian website](#) and encourage colleagues, family members and friends to do the same.**
- Healthcare professionals should ensure treatment is in line with antimicrobial prescribing guidelines. NICE & PHE **Antimicrobial Prescribing Guidance for Managing Common Infections** can be found [here](#).

To access national WAAW resources this [toolkit for healthcare professionals in England](#) is available for download. Posters and leaflets for the public and healthcare professionals to support antibiotic awareness campaigns in the UK are available [here](#)

**TARGET Antibiotics** (Treat Antibiotics Responsibly, Guidance, Education & Tools) is a [toolkit](#) designed to support primary care clinicians to champion and implement antimicrobial stewardship activities and has been developed by the UK Health Security agency, the Royal College of General Practitioners and the Antimicrobial Stewardship in Primary Care group. **This toolkit includes** discussing antibiotics and leaflets to share with patients, learning resources for prescribers, resources which focus on urinary and respiratory tract infections, audit toolkits and diagnostic & treatment quick reference tools.

### **Get involved on social media:**

Global twitter storm. At 1pm (GMT) on 18 November colleagues are asked to join in by posting an AMS-related message and / or related images on Twitter and other social media account(s) to raise awareness. You can support by sharing and retweeting the CCGs social media posts which will be posted throughout the week. Please use hashtags during the week to link to national (#AntibioticGuardian, #KeepAntibioticsWorking) and global health activities (#WAAW, #EAAD). CCG channels: Twitter: [NHS Central Lancs CCGs \(@CentralLancCCGs\) / Twitter](#) and Facebook: <https://www.facebook.com/CentralLancsCCG>

To contact the Medicines Optimisation Team please phone 01772 214302

If you have any suggestions for future topics to cover in our prescribing tips please contact [Nicola.schaffel@nhs.net](mailto:Nicola.schaffel@nhs.net)