

A project of the **Oregon Health Authority**



*Alliance Working for Antibiotic
Resistance Education*

Antibiotic Awareness Week
November 12 - 18, 2012
Campaign Kit





Oregon Alliance Working for Antibiotic Resistance Education

<http://www.healthoregon.org/antibiotics>
oregon.aware@state.or.us

Oregon AWARE
800 NE Oregon, Suite 772
Portland, OR 97232
Phone: 971 673 1111
Fax: 971 673 1100

August 23, 2012

Partners:

Abbott Laboratories
American College of Physicians
Internal Medicine
CareOregon
Cascade Comprehensive Care
Central Oregon Independent Health
Service
Complementary Healthcare Plans
CIGNA Healthcare
Conference of Local Health Officials
Doctors of the Oregon Coast South
Douglas Cty Independent Practice
Association
FamilyCare
GlaxoSmithKline
Health Net Health Plan of Oregon
Infectious Diseases Society of Oregon
Intercommunity Health Network
Kaiser Permanente: Pacific Northwest
Lane Individual Practice Association
Marion Polk Community Health Plan
Mid-Rogue Independent Physician
Association
Mid-Valley Independent Physicians
Association
Multnomah County Health Department
Nature Cures Clinic
Nurse Practitioners of Oregon
The ODS Companies
Office of Medical Assistance
Programs
Oregon Academy of Family Physicians
Oregon Association of Naturopathic
Physicians
Oregon Coalition of Health Care
Purchasers
Oregon Dept. of Human Services,
Office of Disease Prevention &
Epidemiology
Oregon Health Management Services
Inc.
Oregon Health & Science University
OHSU Division of Physician Assistant
Education
Oregon Medical Association
Oregon Nurses Association
Oregon Pediatric Society
Oregon Parent Teacher Association
Oregon School Nurse Association
Oregon Society of Physician
Assistants
Oregon State Pharmacy Association
PacifiCare of Oregon
PacificSource Health Plans
Pacific University School of Physician
Assistant Studies
Providence Health Plans
Regence BlueCross BlueShield
of Oregon
Samaritan Health Services
Tuality Health Alliance

Dear Media Representative:

November 12-18 is Antibiotic Awareness Week in Oregon. This week has been established to draw attention to the dangers associated with growing resistance to antibiotics. The materials included in this Campaign Kit are provided by the Alliance Working for Antibiotic Resistance Education, AWARE.

AWARE began in 2001 under the leadership of the Oregon Department of Human Services to raise awareness among both the general public and healthcare providers about the dangers associated with inappropriate antibiotic use.

We need your help to get this important message out! Enclosed in this packet are newspaper ads, radio scripts, and background materials that can be used for story development. Please make use of these materials to advertise the need for using antibiotics judiciously. The materials can be used both during Antibiotic Awareness Week and throughout the cold/flu season. If you have any questions or would like additional information, please contact us at 971-673-1111 or at oregon.aware@state.or.us.

Sincerely,

Tamara Peterson, MPH
AWARE Program Manager
Oregon Health Authority



**Antibiotic Awareness Week
Campaign Kit
November 12-18, 2012**

1. Public Service Announcements
 - Newspaper/electronic media materials
 - Radio scripts
2. FAQs about Antibiotics
3. Facts & Statistics

NEWSPAPER PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Public Health Communications Office, 971-246-9139

Technical contact: Ann Thomas, M.D., 971-673-1003

(NAME OF COUNTY HEALTH DEPARTMENT) EDUCATES MEMBERS DURING GET SMART ABOUT ANTIBIOTICS WEEK

Growing antibiotic resistance a concern across the state

(CITY, STATE) – The Alliance Working for Antibiotic Resistance Education (AWARE) is mobilizing community leaders throughout the state to increase awareness of the growing problem of bugs that have developed resistance to antibiotic medications.

(NAME OF HEALTH DEPARTMENT) is delivering key messages to Oregonians during Get Smart about Antibiotics Week, November 12-18. “We see this issue as an extension of our basic duty to inform and educate our community on issues potentially impacting the health of our entire state,” said (NAME AND TITLE OF LOCAL HEALTH DEPARTMENT SPOKESPERSON).

For consumers who are concerned about preventing the spread of antibiotic-resistant bacteria and avoiding potential adverse events from antibiotics, (NAME OF HEALTH DEPARTMENT) has three key messages:

- Antibiotics are not effective for fighting viral infections like the cold and flu. If an antibiotic is prescribed by your doctor, finish the entire prescription even if you are feeling better, and never share or take leftover antibiotics.
- Do not pressure your healthcare provider for antibiotics. It is estimated that more than 50% of antibiotics are unnecessarily prescribed in office settings for upper respiratory infections (URIs) like coughs and colds, most of which are caused by viruses.
- All of these behaviors are causing infections that are more difficult to treat and require much stronger antibiotics that may cause more serious side effects.

The Oregon Alliance Working for Antibiotic Resistance Education (AWARE) has a diverse educational campaign that is committed to promoting the appropriate use of antibiotics. For more information on what you can do to help promote the safe use of antibiotics and learn more about Oregon AWARE, go to <http://www.healthoregon.org/antibiotics> or call 971-673-1100.

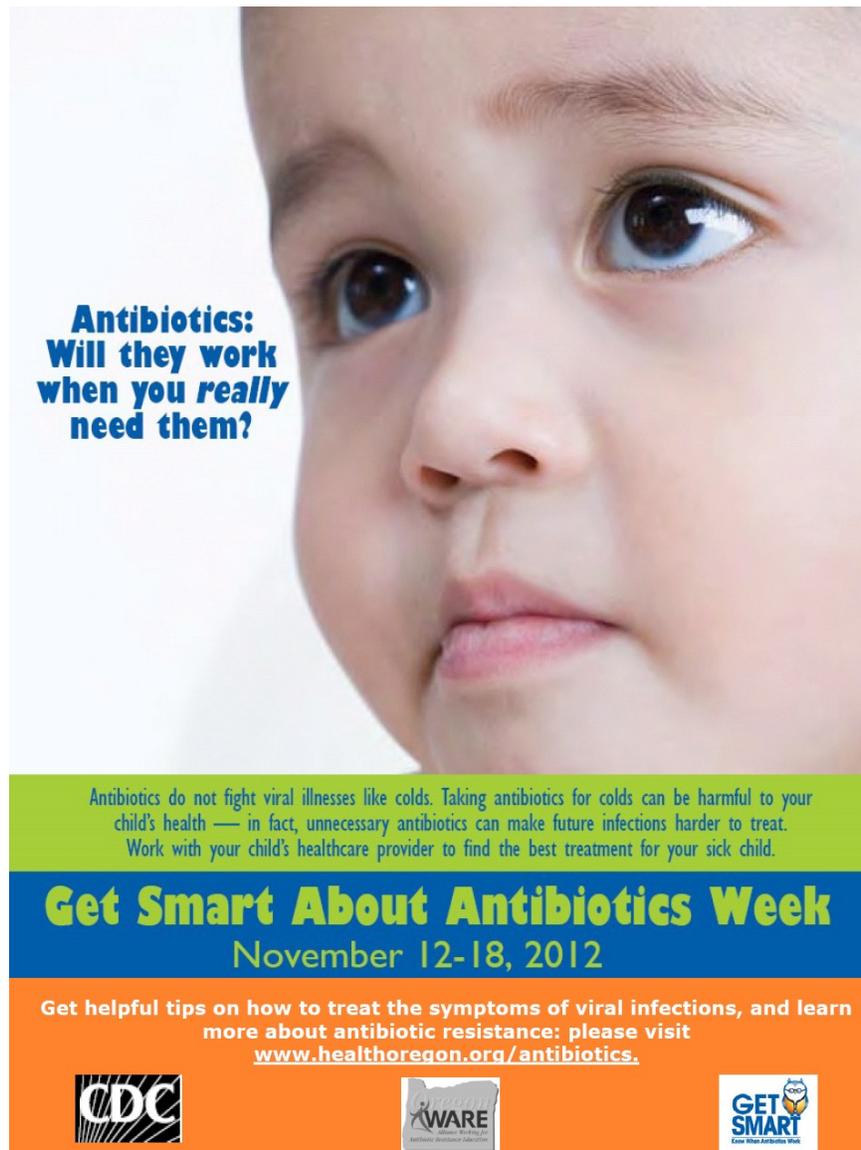
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PRINT/ELECTRONIC MEDIA ADS

To download the following ads in separate (PDF) formats with their embedded weblinks, go to the web addresses listed below each image.

If you need the ads in a different format, please contact Tam Peterson at: oregon.aware@state.or.us or at 971-673-0968

GSW Ad for — Parent of Younger Child



**Antibiotics:
Will they work
when you *really*
need them?**

Antibiotics do not fight viral illnesses like colds. Taking antibiotics for colds can be harmful to your child's health — in fact, unnecessary antibiotics can make future infections harder to treat. Work with your child's healthcare provider to find the best treatment for your sick child.

Get Smart About Antibiotics Week
November 12-18, 2012

Get helpful tips on how to treat the symptoms of viral infections, and learn more about antibiotic resistance: please visit www.healthoregon.org/antibiotics.

<http://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/PublishingImages/images/Young%20child.pdf>



**Antibiotics:
Will they work
when you *really*
need them?**

Antibiotics do not fight viral illnesses like colds. Taking antibiotics for colds can be harmful to your child's health — in fact, unnecessary antibiotics can make future infections harder to treat. Work with your child's healthcare provider to find the best treatment for your sick child.

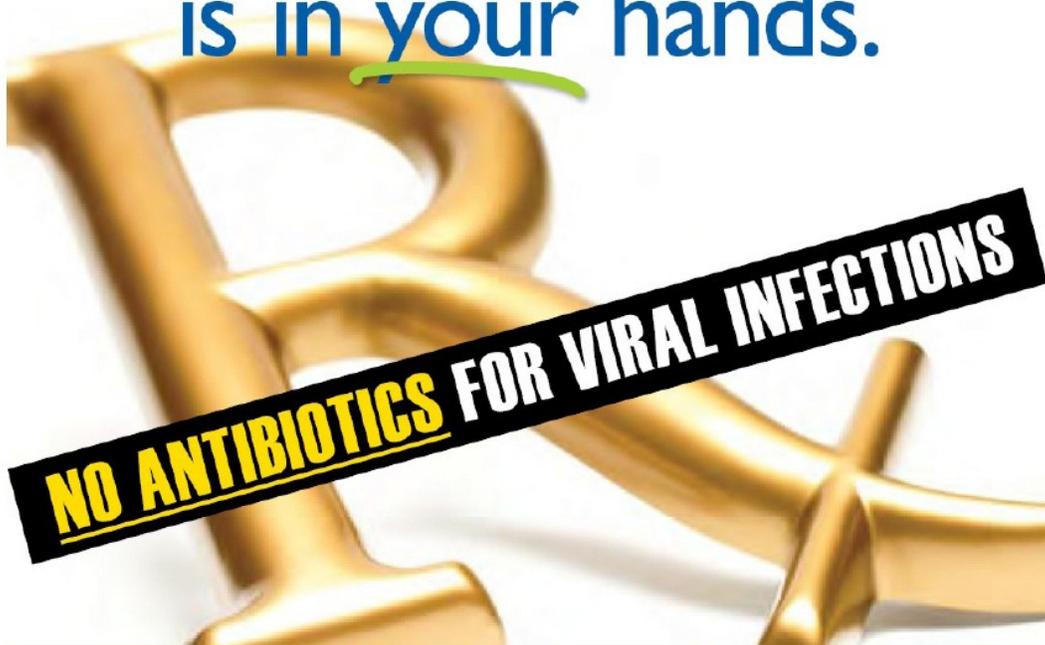
Get Smart About Antibiotics Week
November 12-18, 2012

Get helpful tips on how to treat the symptoms of viral infections, and learn more about antibiotic resistance: please visit www.healthoregon.org/antibiotics.



<http://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/PublishingImages/images/Child%20with%20thermometer.pdf>

The power to prevent antimicrobial resistance is in your hands.



<p>Know When Antibiotics Are Indicated FREE CE: Click Here</p>	<p>Learn Effective Communication Tools for Healthcare FREE CE: Click Here</p>	<p>Recommend Symptomatic Therapy for Viral Illnesses FREE TOOL: Click Here</p>
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Get Smart About Antibiotics Week
November 12-18, 2012

Get helpful tips on how to treat the symptoms of viral infections, and learn more about antibiotic resistance: please visit www.healthoregon.org/antibiotics.



GSW Ad for — Provider (without links)

The power to prevent antimicrobial resistance is in your hands.



Know When Antibiotics Are Indicated	Identify and Validate Patient Concerns	Recommend Symptomatic Therapy for Viral Illnesses
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Get Smart About Antibiotics Week
November 12-18, 2012



<http://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/PublishingImages/images/HCP%20-%20no%20links.pdf>

GSW Ad for — Pharmacist (with links/with dates)



- 1**
Counsel Patients on Appropriate Antibiotic Use
FREE TOOL: [Click Here](#)
- 2**
Counsel Patients On Antibiotic Resistance and Adverse Effects
- 3**
Recommend Symptomatic Therapy for Viral Illnesses

Get Smart About Antibiotics Week
November 12–18, 2012

For more information visit
www.healthoregon.org/antibiotics.



<http://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/PublishingImages/images/Get%20Smart%20PDF%20with%20dates-links.pdf>

GSW Ad for — Pharmacist (without links/with dates)



- 1**
Counsel Patients on Appropriate Antibiotic Use
- 2**
Counsel Patients on Antibiotic Resistance and Adverse Effects
- 3**
Recommend Symptomatic Therapy for Viral Illnesses

Get Smart About Antibiotics Week
November 12–18, 2012

For more information visit
www.healthoregon.org/antibiotics



<http://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/PublishingImages/images/Get%20Smart%20PDF%20with%20dates.pdf>

GSW Ad for — Pharmacist (with links/without dates)



1 Counsel Patients on Appropriate Antibiotic Use
FREE TOOL: [Click Here](#)

2 Counsel Patients On Antibiotic Resistance and Adverse Effects

3 Recommend Symptomatic Therapy for Viral Illnesses

Get Smart About Antibiotics

For more information visit
www.healthoregon.org/antibiotics.



<http://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/PublishingImages/images/Get%20Smart%20PDF%20with%20links.pdf>

GSW Ad for — Pharmacist (without links/without dates)



- 1**
Counsel Patients on Appropriate Antibiotic Use
- 2**
Counsel Patients on Antibiotic Resistance and Adverse Effects
- 3**
Recommend Symptomatic Therapy for Viral Illnesses

Get Smart About Antibiotics

For more information visit
www.healthoregon.org/antibiotics.



<http://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/PublishingImages/images/Get%20Smart%20PDF.pdf>

PHARMACY BAGSTUFFERS

Bagstuffer for pharmacists to distribute to patients with filled prescriptions.

To download the flyer, go to:

<https://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/Documents/flyer.pdf>

If you need the flyer in a different format, please contact Tam Peterson at:
oregon.aware@state.or.us or at 971-673-0968

Got a cold or flu? Antibiotics won't work for you!

Antibiotics are strong medicines, but they don't cure everything. They can even be harmful if not taken wisely.

- ✓ Never take antibiotics to treat viral illnesses like colds or flu. They won't help you feel better any faster.
- ✓ If you're prescribed an antibiotic for a bacterial infection, take every dose. Taking part of the prescription only treats part of the infection.
- ✓ Don't save or share antibiotics. They can cause dangerous side effects and should only be used under medical supervision.

Illness	Usual Cause		Antibiotic Needed?
	Virus	Bacteria	
Colds and flu	●		No
Runny nose	●		No
Cough	●		No
Bronchitis	●		No
Sinus infection	●	●	Maybe*
Ear infection	●	●	Maybe*
Pneumonia	●	●	Usually*
Strep throat		●	Yes

*If the illness is caused by a bacterial infection



www.healthoregon.org/antibiotics

¡Los antibióticos no curan todo!

Los antibióticos son medicamentos muy poderosos, pero no curan la gripe ni los resfríos. Además pueden ser dañinos si no se usan correctamente.

- ✓ Los antibióticos atacan las bacterias. Pueden tratar la infección de la garganta por bacterias, y algunos casos de infección de oído y de los pulmones.
- ✓ Los antibióticos **no curan** enfermedades causadas por virus. Tampoco no mejoran los síntomas comunes de resfríos y de la gripe.

Cuando su niño está resfriado o tiene gripe, hay varias cosas que se pueden hacer en casa para que se sienta mejor:

- ✓ Descansar mucho.
 - ✓ Beber muchos líquidos tibios como té con limón y miel (no dé la miel a niños bajo doce meses de edad).
 - ✓ Tomar sopa caliente.
 - ✓ Respirar vapor de agua caliente en la ducha o baño para aflojar los mocos.
- Y si usted prefiere dar las medicinas (consulte primero con el médico del niño):
- ✓ Puede dar descongestionantes o usar Vicks Vapo-Rub para aliviar la nariz tapada.
 - ✓ Puede dar acetaminofen (como Tylenol) o ibuprofen (como Advil o Motrin) para aliviar la fiebre o el dolor.



www.healthoregon.org/antibiotics

RADIO SCRIPTS

These Radio PSAs can be adapted for local implementation.

English - Target audience: healthy adults

English - Target audience: parents of young children

Spanish - Target audience: Spanish speaking parents of young children

If you need pre-recorded versions of AWARE radio ads, please contact Tam Peterson at: oregon.aware@state.or.us or at 971-673-0968

Warning: Get Smart about Antibiotics Healthy Adult - 60 seconds

(Sound Effects: BEEP SIMILAR TO RADIO WEATHER ALERT)

MALE ANNOUNCER / CALM, GENTLE TONE...

This is a warning.

It's cold and flu season...and antibiotics don't work for viruses like a cold or the flu. Taking them will not make you feel better...or help you get back to work faster.

Antibiotics only fight bacteria...not viruses that cause colds and the flu. Using antibiotics when you don't need them puts you at risk of getting a bad bacterial infection that is resistant to treatment. It's called an antibiotic resistant infection.

If you get sick with a cold or the flu this season, ask your healthcare provider what's best. Learn what you can do to relieve your symptoms and get well. Antibiotics are strong medicines. Keep them that way. Get smart. Know when antibiotics work.

(Sound Effects: BEEP LIKE RADIO WEATHER ALERT)

Be alert this cold and flu season. For more information, web search Oregon AWARE. That's Oregon A-W-A-R-E.

This health message is brought to you by the (NAME OF HEALTH DEPARTMENT), CDC, and FDA.

Warning: Get Smart about Antibiotics
Healthy Adult - 30 seconds

(Sound Effects: BEEP SIMILAR TO RADIO WEATHER ALERT)

MALE ANNOUNCER / CALM, GENTLE TONE...

This is a warning.

It's cold and flu season...and antibiotics don't work for a cold or the flu. Taking them will not help you feel better...or get back to work faster.

Ask your healthcare provider what to do for colds and the flu. But don't ask for antibiotics. Get smart. Know when antibiotics work.

For more information, web search Oregon AWARE. That's Oregon A-W-A-R-E.

This health message is brought to you by the (NAME OF HEALTH DEPARTMENT), CDC, and FDA.

**Warning: Get Smart about Antibiotics
Parent - 30 seconds**

JINGLE: Child's singsong, nursery rhyme sound with simple, catchy music.

CHILD SINGING: Cough. Sniffle. Sneeze. No antibiotics please.
Cough. Sniffle. Sneeze. No antibiotics please.

MUSIC DOWN AND UNDER

NARRATOR: When your child has a cold or flu...antibiotics won't work. What's a parent to do? Plenty of fluids and rest are best. Talk to your doctor before you give antibiotics.

CHILD SINGING: Cough. Sniffle. Sneeze. No antibiotics please.

MUSIC ENDS WITH A FLOURISH TO WRAP.

NARRATOR: Get Smart. Know when antibiotics work.

For more information, web search Oregon AWARE. That's Oregon A-W-A-R-E. This message brought to you by the (NAME OF HEALTH DEPARTMENT).

**Warning: Get Smart about Antibiotics
Parent - 25 seconds**

JINGLE: Child's singsong, nursery rhyme sound with simple, catchy music.

CHILD SINGING: Cough. Sniffle. Sneeze. No antibiotics please.

MUSIC DOWN AND UNDER

NARRATOR: Antibiotics don't work for cold and flu. Fluids and rest do.

CHILD SINGING: Cough. Sniffle. Sneeze. No antibiotics please.

NARRATOR: Get Smart. Know when antibiotics work.

MUSIC ENDS WITH A FLOURISH TO WRAP

NARRATOR: Talk to your doctor about antibiotics. For information, web search Oregon AWARE. That's Oregon A-W-A-R-E. A message from the (NAME OF HEALTH DEPARTMENT).

**"Los Antibióticos No Siempre Funcionan"(Antibiotics Don't Always Work)
Spanish Speaking Parent - 40 seconds**

Woman: Antes, le daba antibióticos a mi hijo para todo. Cada vez que se enfermaba, de cualquier cosa, yo pensaba que la penicilina era la mejor solución.

Sin embargo, no sabía que las bacterias podían desarrollar resistencia a los antibióticos cuando estos se toman innecesariamente. Hace poco, mi hijo se enfermó y cuando el médico le dio antibióticos, ya no le funcionaron porque los había usado cuando no eran necesarios.

Narrator: ¿Qué debe hacer? Pregunte a su doctor o a un profesional de la salud antes de usar antibióticos y sólo tómelos si se los recetan.

Para más información, búsqueda web Oregon AWARE, Oregon A-W-A-R-E. Este es un mensaje del (NAME OF HEALTH DEPARTMENT).

English Translation

Woman: Before, I always gave antibiotics to my child. Every time he was sick, whatever symptoms he had, I thought penicillin was the best solution.

However, I didn't know that bacteria can develop resistance to antibiotics when these are used unnecessarily. Recently, my child got sick and when the doctor gave him antibiotics, those didn't work because I used them when it was not necessary.

Narrator: What should you do? Ask your doctor or a health provider before taking antibiotics and only use them if prescribed.

For more information, web search Oregon AWARE, Oregon A-W-A-R-E. Brought to you by (NAME OF HEALTH DEPARTMENT).

**"Los Antibióticos No Siempre Funcionan"(Antibiotics Don't Always Work)
Spanish Speaking Parent - 30 seconds**

Woman: Cada vez que mi hijo se enfermaba, yo creía que los antibióticos eran la solución. Sin embargo, no siempre son necesarios, y no siempre surten efecto.

Narrator: Consulte a su médico antes de tomar antibióticos, y sólo úselos si se los recetan.

Para más información, búsqueda web Oregon AWARE, Oregon A-W-A-R-E. Este es un mensaje del (NAME OF HEALTH DEPARTMENT), los CDC y la FDA.

English Translation

Woman: Every time my child got sick, I thought antibiotics were the answer. But they're not always necessary, and they don't always work.

Narrator: Ask your doctor before taking antibiotics and only use them if prescribed.

For more information, web search Oregon AWARE, Oregon A-W-A-R-E. Brought to you by (NAME OF HEALTH DEPARTMENT), CDC and FDA.

BILLBOARD/OUTDOOR ADS

To download the following ad in separate (PDF) formats, click on the weblinks under each image.

If you need the ads in a different format, please contact Tam Peterson at: oregon.aware@state.or.us or at 971-673-0968



**Use antibiotics wisely
or they will **NOT** work
when you need them to.**

Oregon AWARE
Alliance Working for
Antibiotic Resistance Education

Oregon Health
Authority

- USE ANTIBIOTICS WISELY -

Web search - Oregon AWARE

<https://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/Documents/billboard.pdf>



**Use antibióticos con
prudencia
o no serán afectaros
cuando (en realidad) los
necesite.**

Oregon AWARE
Alliance Working for
Antibiotic Resistance Education

Oregon Health
Authority

VISTE LA PAGINA - OREGON AWARE

<https://public.health.oregon.gov/PreventionWellness/SafeLiving/AntibioticResistance/Documents/Spanish%20poster.pdf>

ANTIBIOTIC RESISTANCE FREQUENTLY ASKED QUESTIONS

1. What is an antibiotic?

An antibiotic is a powerful medication designed to kill bacteria. These drugs enable physicians to cure bacterial illnesses like ear infections and strep throat.

2. What's the concern with antibiotic use?

Antibiotics are powerful medicines designed to kill bacteria. Today we are experiencing a dramatic increase in the number of bacteria which have developed resistance to these drugs. Our arsenal of antibiotics is losing its punch because of *overuse and misuse*. Antibiotic resistance means that once curable diseases may become incurable again.

3. How do germs become resistant to antibiotics?

Each time you take an antibiotic, bacteria are killed. When an antibiotic is taken unnecessarily or improperly, some bacteria can survive. The surviving bacteria develop ways to become stronger and drug-resistant. Resistant bacteria can transfer this strength to other more dangerous bacteria.

4. How can I catch an antibiotic resistant infection?

There are three ways you can get an antibiotic resistant infection –

-  You can develop antibiotic resistant infections when you take an antibiotic. Bacteria that have been exposed to the antibiotic but have developed ways to fight them survive. They then can multiply and begin to cause symptoms. You can also transmit resistant bacteria to others and they too may become ill.
-  You can catch antibiotic resistant infections from people or objects around you that are infected with resistant bacteria. Resistant bacteria are frequently found among people in hospitals, nursing homes or day care centers. Not properly washing hands can increase your risk of catching all kinds of infections.
-  You can develop an antibiotic resistant infection when the bacteria inside your body exchange, share or copy genes that allow them to resist antibiotic treatment.

5. Why are antibiotics not being used properly?

There are two use problems with antibiotics -- overuse and misuse. Overuse occurs because many of us believe antibiotics will make us better when we are sick. The public often expects or demands antibiotics for every sniffle that comes along. Pressured by patients, doctors often write prescriptions for patients. According to the Centers for Disease Control between 20 and 50 percent of the antibiotics prescribed each year are unnecessary.

6. What about misuse?

Misuse occurs when patients don't follow directions for taking an antibiotic. Many people stop taking a medicine as soon as they start feeling better, which allows the hardiest bacteria to survive and reproduce. Antibiotics are also often shared with family members. Sometimes these leftover pills are taken at the first sign of an illness. If these antibiotics are not the right type or are not needed, resistant germs can develop.

7. When should antibiotics be prescribed?

The key to preventing antibiotic resistance is to prescribe *the right drug for the right bug*. Antibiotics fight bacteria and have no effect on viruses. As an example, antibiotics are useful against strep throat, urinary tract infections, and some ear and sinus infections. Antibiotics won't work on viral illnesses like colds and flu, most coughs and sore throats, nausea or a rash. In many instances, it's best to let the body's own defenses fight-off an illness. This allows us to build natural immunity to germs, which make us stronger.

8. Besides using antibiotics appropriately, are there other things we can do?

Maintaining good health through exercise, a proper diet and plenty of sleep is important. Mom was right when she told us to wash our hands, because frequent hand washing is the single most important thing you can do to prevent an infection. Immunizations and vaccinations help us avoid serious, preventable diseases such as flu and pneumonia.

FACTS ABOUT ANTIBIOTICS

Antibiotic Prescribing: Attitudes & Behaviors

- Parent pressure makes a difference. For pediatric care, a study showed that doctors prescribe antibiotics 62% of the time if they perceive parents expect them and 7% of the time if they feel parents do not expect them. (*Pediatrics, 1999*)

Antibiotic Prescribing: Trends

- In a population of 275 million people (the size of the United States), antibiotic use is the equivalent of nearly 30 prescriptions per 100 persons per year. (*The New England Journal of Medicine December 28, 2000*)
- In one year in the United States, of the 51 million physician visits for colds, upper respiratory tract infections, and bronchitis, 50% to 66% of those visits culminated in an antibiotic prescription. (*Annals of Internal Medicine, July 2000*)
- Humans consume 235 million doses of antibiotics annually. It is estimated that 20%-50% of that use is unnecessary. (*Centers for Disease Control and Prevention, 2000, The New England Journal of Medicine, December 28, 2000*)

Antibiotic Prescribing: Cost

- People infected with drug-resistant organisms are more likely to have longer hospital stays and require treatment with stronger antibiotics that may cause more and severe side effects, or be more expensive. (*Centers for Disease Control and Prevention, 2000*)
- \$1.1 billion is spent annually on unnecessary adult upper respiratory infection antibiotic prescriptions. (*Archives of Internal Medicine, 2003*)

Production of Antibiotics

- In 1954, two million pounds of antibiotics were produced in the United States. Today the figure exceeds 50 million pounds. (*Centers for Disease Control and Prevention, 2000*)
- The average cost of developing and bringing a new prescription drug to market is \$802 million. It usually takes between 10 and 15 years to develop and bring a new medication to market. (*Tufts University, November 2001*)

Bacterial Infections

- In the United States, *Streptococcus pneumoniae*, the most common bacterial cause for illnesses such as meningitis, middle ear infections, and community-acquired pneumonia, causes an estimated 700,000 to 1 million middle-ear infections in children a year, 50,000 cases of pneumonia, hundreds of cases of meningitis and blood stream infections, and 4,000 deaths per year. (*Centers for Disease Control and Prevention, 2001*)