

Medicines Optimisation Campaigns - Seriously

Communications Toolkit

September 2023

Introduction

The ICB's Medicines Optimisation Team are working to launch four behaviour change campaigns across North East and North Cumbria ICB. These public-facing campaigns complement major ongoing areas of clinical work, where prescribing has an impact on health and outcomes. This toolkit has been designed to help you share the messages with patients and colleagues.

Antimicrobial stewardship (Seriously)

Because of our overuse and reliance on antibiotics for non-life threatening infections we could be facing a world where antibiotics no longer work and simple everyday infections become life-threatening. The Seriously campaign raises public awareness of the threat of antibiotic resistance and equips people with the tools to take personal action.

About the toolkit

This toolkit provides a brief overview of the medicines optimisation campaign Seriously resistance that have been running successfully for a number of years and are now being implemented across North East and North Cumbria NHS.

It includes key messages, newsletter items, a one-page staff explainer, links to patient-facing materials and social media posts for you to customise and use in your comms and engagement work.

Promotional Material

A range of promotional materials, such as patient leaflets, posters, digital display screens, and social media graphics, are available to download from the Campaign Hub website (nenc-campaignhub.nhs.uk).

For further information please contact victoriacasey@nhs.net

Key messages

Seriously - Reducing demand and misuse of antibiotic treatment

Website - seriouslyresistant.com

- A behaviour change campaign to educate the public on appropriate antibiotic use, and alternative treatments and self-care for self-limiting illnesses. Underpinned by raising awareness of antimicrobial resistance by working with healthcare professionals, educators, scientists, councils, employers, community groups and individuals to share these messages.
- Education arm aimed at Key Stage 2, called Beat it! #GermFest provides educators with materials and lesson plans to support in school activity during WAAW (World Antimicrobial Awareness Week).
- The resources provided support the communication of key messages in line with specific stages of the patient journey, supporting you to have conversations and educate patients on alternative treatments.

To prevent and control the spread of antibiotic resistance, health professionals can:

- Prevent infections by ensuring your hands, instruments, and environment are clean.
- Only prescribe and dispense antibiotics when needed, according to current guidelines.
- Report antibiotic-resistant infections to surveillance teams.
- Talk to your patients about how to take antibiotics correctly, antibiotic resistance and the dangers of misuse.
- Talk to your patients about preventing infections (for example, vaccination, hand washing, safer sex, and covering nose and mouth when sneezing).
- More information and resources can be found here:
<https://seriouslyresistant.com/join-the-movement/>

General public

What can I do about it?

To support the Seriously movement, it's important that people:

- Do not use antibiotics to treat any viral infections, such as flu, the common cold, a runny nose or a sore throat
- Only use antibiotics when a doctor prescribes them

- Take the full prescription when they are prescribed antibiotics, even if you are feeling better
- Do not save or share unused antibiotics with friends and family
- Take any unused antibiotics to a local pharmacy.

Suggested bulletin/newsletter copy

Seriously

The overuse and misuse of antibiotics has led to the rise of antibiotic resistance, which is when bacteria learn how to defeat the antibiotics we use to treat them. The less we rely on and use antibiotics, the more effective they will be when we really need them. Join the SERIOUSLY movement to keep antibiotics working.

The aim of the campaign is to highlight the risks of inappropriate antibiotic use, to educate and inform patients about when antibiotics should and should not be used, and to encourage patients to self-care appropriately.

It is important that patients hear a consistent message regarding antibiotic use across the system, therefore we are asking you to support this campaign. Community Pharmacies are the most accessible healthcare professionals in our communities; ideal for you and your staff to discuss concerns or queries that patients have about whether patients need antibiotics.

We would ask you to consider:

- Having conversations with patients about self-care and managing viral infections without needing to see the GP

- Signposting people to the Seriously website for more information:

<https://seriouslyresistant.com/>

#TakeAntibioticsSeriously

One-page explainer for staff

The North East and North Cumbria ICB Medicines Optimisation Team will be rolling out four impactful behaviour-change campaigns across the region. One of which is Seriously resistance.

These campaigns align with ongoing clinical work, emphasising the critical role of prescribing in healthcare outcomes.

Antimicrobial stewardship - Seriously

- Raises public awareness of antibiotic resistance.
- Encourages appropriate antibiotic use and self-care for self-limiting illnesses.
- Includes an education arm for Key Stage 2 students.

Why are they being launched?

These public-facing campaigns have been developed to complement major ongoing areas of clinical work, where prescribing has an impact on health and outcomes.

How can we help?

There are four main areas where you can help with the roll out of the campaigns and key messages:

Conversations: Engage in meaningful discussions with patients about the campaign topics.

Resources: Utilise campaign materials to support your conversations and educate patients.

Promotion: Encourage patients to visit campaign websites for additional information.

Awareness: Raise awareness of these campaigns within your practice and among colleagues.

Resources can be found - **Seriously:** <https://seriouslyresistant.com/>

Social media posts

Below we have written some sample posts for social media channels, including Facebook and X (formally known as Twitter). Please note that these are to be accompanied by the relevant campaign social graphics which can be downloaded from the Campaign Hub website (nenc-campaignhub.nhs.uk).

Staff facing:

Seriously

Raise awareness of antibiotic resistance and help teach patients about self-care and alternatives to antibiotics for viral infections. We can empower patients to make responsible choices #AntibioticsAwareness <https://seriouslyresistant.com/>

Seriously

Are you a GP, pharmacist, healthcare professional or in a position to help us promote the Seriously movement across your organisation?

Visit seriouslyresistant.com/join-the-movement to find out more and download free resources

Patient facing:

Seriously

If we don't take antibiotics seriously today, we make it more likely they will no longer work in the future.

Never store or save antibiotics for another time, and never share them with others.
#TakeAntibioticsSeriously

Seriously

Join the Seriously Movement. Antibiotics are a shared responsibility. Educate yourself and others about when antibiotics are needed and when they're not. We can protect our global health. It's time to take antibiotic resistance #Seriously

Patient Text Messages

Seriously

If we don't take antibiotics seriously today, we make it more likely they will no longer work in the future. Never store or save antibiotics for another time, and never share them with others.

For further information on any of the campaigns please contact
victoriacasey@nhs.net