

We need your help to Keep ANTIBIOTICS Working

The resources included in this pack have been created for you to use in your pharmacy. This is part of one of the mandatory public health campaigns as agreed by PSNC and NHS England for September. The campaign helps to raise awareness of the issue of antibiotic resistance amongst your customers and patients.

Why is this important?

Antibiotic resistance is a major threat to individual and public health. Taking antibiotics when not needed puts everyone at risk of developing infections which cannot be easily treated with antibiotics. Without urgent action, common infections, minor injuries and routine operations will become much riskier.

About the campaign

The Keep Antibiotics Working campaign is designed to support the government's efforts to reduce unnecessary prescriptions for antibiotics by:

- Raising awareness of the issue.
- Explaining the risks of taking antibiotics when they are not needed.
- Reducing patient's expectations for antibiotics.

Resources included in this pack

Make the most of the resources by prominently displaying the materials in your pharmacy, in areas of high traffic.

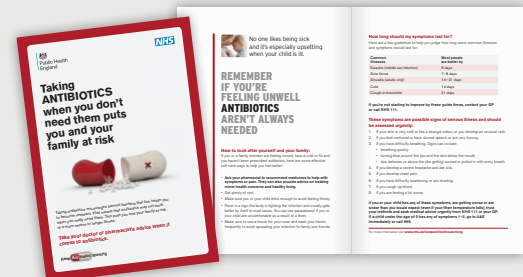
**1x A4
Pharmacy Poster**



**1x A3
Checklist Poster**



40x A5 Leaflets



**1x Leaflet
dispenser**



Public Health England will relaunch their national campaign in late autumn which aims at driving awareness of the key messages amongst the general public. In addition to these enclosed resources, every community pharmacy in England will again receive a 'Help Us Help You' branded TARGET Treating Your Infection pad in September to help guide conversations about self-care.

The TARGET Treating Your Infection pad has been shown to be effective in consultations with patients when they present with suspected respiratory tract infections. The guide provides information on key symptoms, their duration and when to seek help, so giving patients the confidence to self-care. It is also designed to further support the need to address antibiotic resistance amongst the general public – you can download a copy from the PHE Campaign Resource Centre (CRC) – campaignresources.phe.gov.uk

Additional resources are also available from the CRC to help you make the most of other communication channels in your pharmacy such as digital screen content and social media assets. Sign up to the CRC to also get the campaign updates, such as invitations to campaign launch webinars.

Have conversations with customers at the right time

Research shows that inappropriate prescribing is, in part, due to patients expecting or demanding antibiotics without understanding that they may not be effective for their illness. There is an opportunity for you and your colleagues to help tackle this lack of understanding by giving advice when customers visit your pharmacy feeling unwell.

- If you suspect a self-limiting infection (e.g. flu, cough, cold, ear infection, most of which are viral in nature) you can:
 - Advise on the most appropriate ways to manage the problem and the average duration of common self-limiting conditions. This helps to reassure the person.
 - Offer explicit advice on what to do if the symptoms get worse and when to seek further help (i.e. safety-netting).
 - If you suspect a serious ailment or a bacterial infection, you can refer them to the most appropriate clinical service nearby e.g. NHS 111, GP, out-of-hours, walk-in centres or if an emergency to A&E.
 - When the customer visits your pharmacy with a prescription for antibiotics, advise on the importance of taking them exactly as prescribed, never saving them for later and never sharing them with others.
 - You can also advise patients to return any unused antimicrobials to the pharmacy – not to dispose of them at home e.g. by flushing down the toilet or sink.

Become an Antibiotic Guardian

Choose a pledge as a healthcare professional to support the better use of antibiotics. Encourage your colleagues to be involved as well. Members of the public can also be invited to choose a pledge. Sign up at: antibioticguardian.com



TARGET assets

Further free resources can be found at: RCGP.org.uk/TARGETantibiotics



TARGET

Bite-sized e-learning sessions on AMR:
www.e-lfh.org.uk/programmes/all-our-health

If you have any queries about the campaign, please contact: partnerships@phe.gov.uk