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Dear Colleague

Thank you for your ongoing commitment to tackling antimicrobial resistance (AMR). All health professionals have a key role to play in the drive to prevent serious infections and reduce inappropriate antibiotic use. The purpose of this letter is to draw your attention to forthcoming opportunities to engage with your staff during World Antibiotic Awareness Week (WAAW, 18-24 November) and European Antibiotic Awareness Day (EAAD, 18 November), and to ask for your help in ensuring Board oversight of and commitment to this important agenda.

In England there have been measurable improvements in antibiotic prescribing over the last 6 years with reductions in overall primary care prescribing and shifts from broad to narrow spectrum antibiotics in primary and secondary care. However, we have seen a continued rise in Gram-negative bloodstream infections and increase resistance to key antibiotics to treat these infections.

The UK's 2019-2024 national action plan for tackling AMR¹ and NHS long term plan² set targets to ensure progress to our 20-year vision on AMR, in which resistance is effectively contained and controlled. These are underpinned by actions such as reducing infections, strengthening stewardship, improve surveillance and boosting research. Targets include:

- To halve healthcare associated Gram-negative blood stream infections by 2024
- To reduce the number of specific drug-resistant infections in people by 10% by 2025
- To reduce UK antimicrobial use in humans by 15% by 2024

As part of your activities for the awareness weeks you are invited to:

Register your organisation's AMR awareness activities by 31 December 2019 using the [online registration form](#) (this will take less than five minutes). A **resources toolkit** is available for healthcare professionals. Following registration, you will receive an email with your certificate for your organisation which can be displayed (Figures 1, 2).

Check your organisation's prescribing guidelines. Ensure that these match National Institute for Health and Care Excellence (NICE) guidelines, paying particular attention to the new, shorter

¹ UK AMR Strategy 2019 – 2024 <https://www.gov.uk/government/publications/uk-5-year-action-plan-for-antimicrobial-resistance-2019-to-2024>

² NHS Long term plan <https://www.longtermplan.nhs.uk/implementation-framework/resources/>

recommended prescribing durations, no or delayed antibiotic prescribing and self-care messages for patients: <https://www.nice.org.uk/about/what-we-do/our-programmes/nice-guidance/antimicrobial-prescribing-guidelines>.

Visit the improvement hub for Gram- negative bloodstream infections to develop local collaborative actions across local health economies to reduce these infections:
<https://improvement.nhs.uk/resources/preventing-gram-negative-bloodstream-infections/>

Encourage staff to engage with available training resources around infections
<https://www.hee.nhs.uk/our-work/antimicrobial-resistance>

Use the Keep Antibiotics Working campaign materials in your activities to raise awareness amongst the public. '[Keep Antibiotics Working](#)' will run from 4 November 2019 Resources are available free for healthcare professionals to order to use in local awareness campaigns, e.g. during WAAW or during the campaign period to prime the public ahead of WAAW from the [PHE campaign resource centre](#).

We have included other actions for consideration as well as useful resources (appendix 1) for tackling AMR and for use in local campaigns to this letter. By taking these simple steps you will contribute to preserve antibiotics for the future.

Thank you in advance for helping to promote these important initiatives.

If you have any queries, please contact the WAAW/EAAD and Antibiotic Guardian national lead, Dr Diane Ashiru-Oredope at diane.ashiru-oredope@phe.gov.uk.

Yours faithfully

Professor Steve Powis
National Medical Director
NHS England

Dr Keith Ridge
Chief Pharmaceutical
Officer England

Ruth May
Chief Nursing
Officer England

Professor Sharon Peacock
Director
National Infection Service
Public Health England

Professor Sara Hurley
Chief Dental Officer
England

Professor Dame Sue Hill
Chief Scientific Officer
England

Professor Ian Cumming
Chief Executive
Health Education
England

As an Antibiotic Guardian champion, you can:

- **Forward** this letter including the key relevant AMR resources (appendix 1) to those on the copy (cc) list in your organisation
- **Encourage** colleagues/members, family, friends and patients to join over 70,000 individuals who have personally pledged an action to help to tackle antimicrobial

resistance by choosing an organisation pledge at the [Antibiotic Guardian website](#)³

- **Get creative ideas** via the shared learning pages on the Antibiotic Guardian website that highlight recent local and regional projects/campaigns on AMR that were peer-reviewed and shortlisted for the 2018 [Antibiotic Guardian awards](#) These can provide useful ideas for local activities
- **Use social media:** use your professional and/or organisation's social media (Facebook, Twitter) channels and community networks to engage with diverse population groups to promote key messages on AMR throughout the winter season using **#AntibioticGuardian** and/or **#KeepAntibioticsWorking** . Social media images and messages are available via <https://app.box.com/s/w8sagjklatnvids6l4pn2b2e6wj64irz>
- **Engage** with the Keep Antibiotics Working campaign on the Antibiotic Guardian website
- **Display your Antibiotic Guardian organisation's certificate** available following registration. <http://antibioticguardian.com/organisations/>



THANK YOU FOR YOUR PLEDGE

Click here to download the Antibiotic Awareness Toolkit and Antibiotic Guardian assets including brand guidelines, logos, social media images

NOW SHARE WITH YOUR FRIENDS & COLLEAGUES

“Our organisation has pledged to be an #AntibioticGuardian. Our actions protect #antibiotics. Join us at www.antibioticguardian.com”

Figure 1. Example of page shown when you register your planned activity for WAAW/EAAD

³ [Outcome](#) evaluation for the Antibiotic Guardian campaign has shown its success in increasing commitment to tackling AMR in both healthcare professionals and members of the public, through increased knowledge and changed behaviour



Figure 2. Antibiotic Guardian organisation certificate

Appendix

Key AMR resources that can support your actions to tackle AMR :

AMR Resources	Click on URLs below to access resources
<p>A range of tools and resources are available for healthcare professionals to help you contribute to achieving the national ambitions of halving HA-GNBSI and inappropriate antibiotic prescribing through the collaborative work of NHS Improvement, NHS England, Health Education England, NICE and Public Health England</p> <p>The WAAW/EAAD/AG resources toolkit provides information and signpost to resources (leaflets, posters, social media posts) that can be used for local campaigns.</p>	<p>NHS Improvement, NHS England, NHS Long term plan Health Education England, NICE Public Health England</p>
<p>Improvement hub for Gram-negative bloodstream infections to develop local collaborative actions to reduce these infections</p>	<p>https://improvement.nhs.uk/resources/preventing-gram-negative-bloodstream-infections/</p>
<p>The AMR indicators on PHE Fingertips provide a range of trust level data sets on antimicrobial resistance, healthcare-associated infections, antibiotic prescribing, infection prevention and antimicrobial stewardship that can be used</p> <p>Other sources of presenting antibiotic prescribing data for primary care include PrescQIPP AMS Hub and Open prescribing</p>	<p>http://fingertips.phe.org.uk/profile/amr-local-indicators</p>
<p>The number of Antibiotic Guardians per 100,000 population for each CCG is also available via PHE Fingertips and by local authority via Antibiotic Guardian website</p>	<p>http://fingertips.phe.org.uk/profile/amr-local-indicators/data#page/3/gid/1938132929/pat/46/par/E39000030/ati/153/are/E38000010/iid/92019/age/1/sex/4</p>
<p>The Royal Pharmaceutical Society AMR campaign and CPPE provide specific resources for pharmacists</p>	<p>http://www.rpharms.com/ams https://www.cppe.ac.uk/therapeutics/ams</p>
<p>The TARGET Antibiotics toolkit for primary care are available from the RCGP website and include a range of resources specific for general practice</p>	<p>http://www.rcgp.org.uk/TARGETantibiotics</p>

Key AMR resources are also available (contd):

AMR Resources	Click on URLs below to access resources
<p>The dental AMS toolkit provides a set of resources to help primary care practitioners promote the appropriate use of antibiotics in dental care.</p>	<p>https://www.gov.uk/guidance/dental-antimicrobial-stewardship-toolkit</p>
<p>Health students are encouraged to learn more about and raise awareness of antimicrobial resistance with peers especially non-health students during World Antibiotics Awareness Week and become Antibiotic Guardian_Champions. This includes the opportunity to earn a digital badge that can be added to their LinkedIn accounts on completion of a number of tasks including a short e-learning AMR module developed by Health Education England_</p>	<p>http://bit.ly/AG-healthcare-student-champions https://www.e-lfh.org.uk/programmes/antimicrobial-resistance/</p>
<p>Materials for school children and their families are available via e-bug, Junior and Family Antibiotic Guardian, which educate on infection prevention and control as well as microbes, their spread and use of antibiotics with schools</p>	<p>http://www.e-bug.eu/ http://antibioticguardian.com/Resources/junior-family-antibiotic-guardian/</p>
<p>Guidelines and guidance for vets, farmers and animal keepers on the responsible use of antimicrobials are available through Veterinary Medicines Directorate and Defra</p>	<p>http://antibioticguardian.com/Resources/veterinary-medicine-livestock/</p>

Annex – Proposed To and CClist

Letters for:	To	Cc
Clinical Commissioning Groups	Heads of Medicines Optimisation Director of Quality Accountable Officer Director of Nursing NHS England and NHS Improvement Regional Pharmacists	CCG Clinical Leads Pharmaceutical Advisers Communication Leads Chief Clinical Officers, CCGs PHE AMR center leads
Professional Organisations	Organisation Chief Executive Officer Society President Engagement Lead	Communication Leads Student representatives
Trusts	Chief Pharmacist/Heads of Medicines Optimisation Medical Directors Directors of Nursing Directors of Infection Prevention and Control	Chairs of Infection Control Committee and Antimicrobial Stewardship Groups Antimicrobial Pharmacists Trust Communication Leads
Professional bodies and Royal Colleges	Organisation Chief Executive Officer Society President Engagement Lead	Communication Leads Student representatives
Universities	Head of Schools of Medicine, Nursing, Pharmacy, Dentistry and Veterinary Medicine, National School of Healthcare Science HEE Directors of Education and Quality, Local Directors and Postgraduate Deans	Medical Schools Council Pharmacy Schools Council, Dental Schools Council, Council of Deans of Health, Health and Care Professions Council, General Medical Council, General Pharmaceutical Council, Nursing and Midwifery Council, General Dental Council, Presidents of Health Students Associations

