

“Antimicrobial resistance poses a catastrophic threat. If we don’t act now, any one of us could go into hospital in 20 years for minor surgery and die because of an ordinary infection that can’t be treated by antibiotics.”

Professor Dame Sally Davies, Chief Medical Officer, March 2013

In the UK 80% of all antibiotic prescribing occurs in primary care. Inappropriate use of antibiotics is related to bacterial resistance, and using antibiotics responsibly can help minimise or delay the development of antimicrobial resistance.

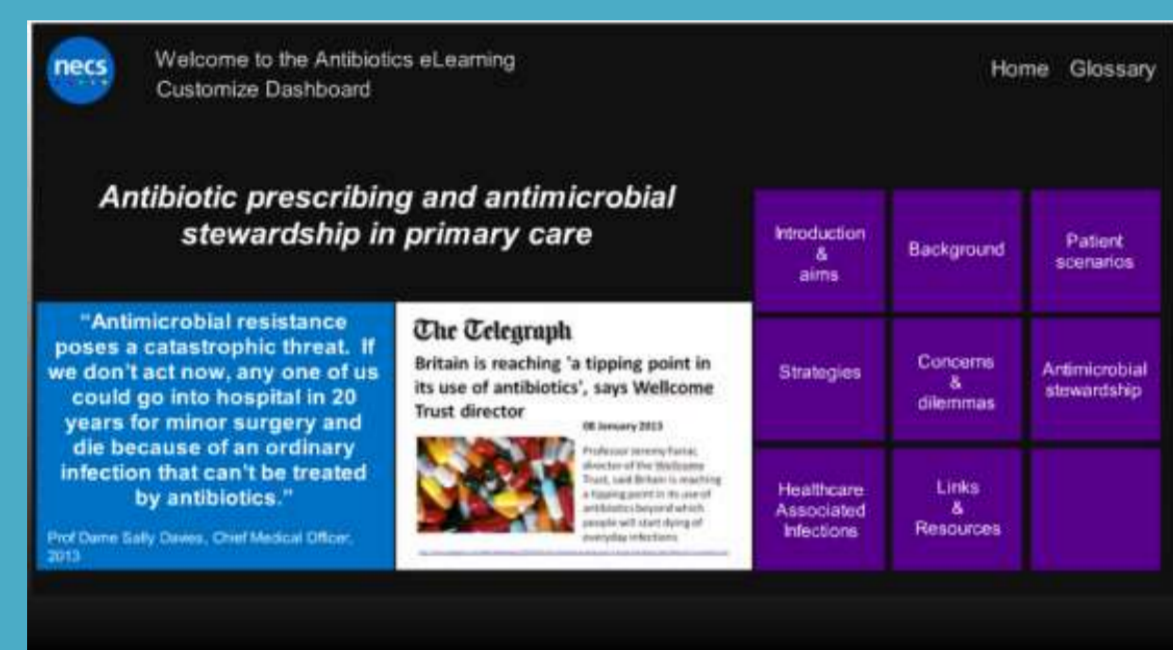
The UK Five Year Antimicrobial Resistance Strategy 2013-2018 sets out key challenges and areas for action in slowing the development of antimicrobial resistance¹. Key actions highlighted for primary care include:

- Only prescribing antibiotics in situations where they are clearly indicated
- Appropriate choice of antibiotic if an agent is actually required
- Ensuring patients understand their responsibilities around compliance once an antibiotic is prescribed

How will antimicrobial resistance affect primary care?

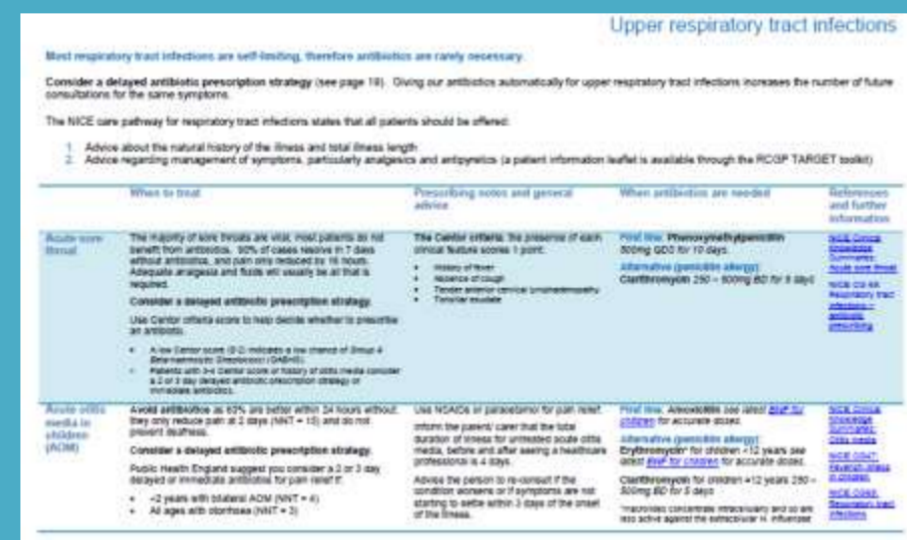
- UTIs resistant to usual treatment (ESBLs)
- More carbapenem resistant organisms
- Longer term – 10million deaths per year attributable to AMR (compared with 1.5million to diabetes, and 8.2million to cancer)²

eLearning



Focusing on antibiotic prescribing strategies for primary care. Encouraged through CCG prescribing engagement schemes.

North East and Cumbria regional antibiotic prescribing guideline



A single, easy to follow and easily accessible guideline for use across primary care settings in the North East and Cumbria. Produced in collaboration with secondary care antibiotic pharmacists and microbiologists.

Clinician workshops



Delivered to GPs, nurses and pharmacists at CCG educational events, practice time outs and team meetings.

TV and radio coverage

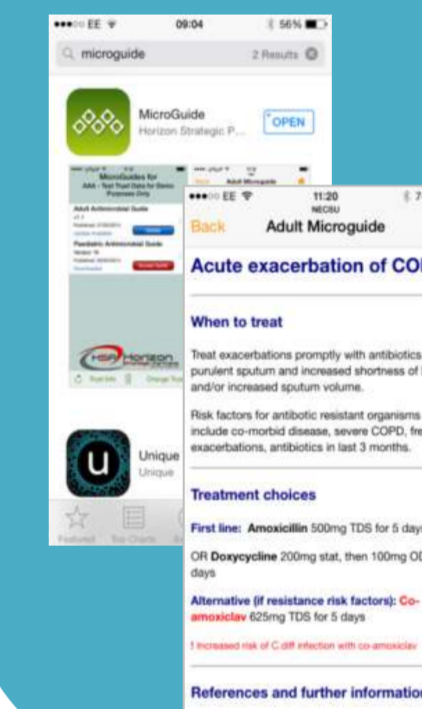


‘Antibiotics aren’t always the answer’ TV adverts shown on ITV Tyne Tees and antibiotic news stories on local radio stations.

Tackling antimicrobial resistance in primary care

In response to the UK Five Year Antimicrobial Resistance Strategy the NECS Medicines Optimisation Team, working in collaboration with key stakeholders, developed a series of multifaceted resources and initiatives to support antimicrobial stewardship in primary care.

Antibiotic guideline smartphone app



MicroGuide – a free to download app for Apple and Android devices, available from the Apple App Store and Google Play, containing the regional antibiotic prescribing guideline.

Information postcards

Illness	Length on average	What can you do to ease the symptoms?
Middle-ear infection	7 days	Have plenty of rest and drink lots of fluids
Sore throat	7 days	Ask a pharmacist to recommend medicines to help your symptoms
Common cold	10 days	Have a sign the body is fighting infection and usually gets better by itself. Paracetamol or ibuprofen can help reduce fever
Stomach	10 days	Have a sign the body is fighting infection and usually gets better by itself. Paracetamol or ibuprofen can help reduce fever
Cough or bronchitis	21 days	Have a sign the body is fighting infection and usually gets better by itself. Paracetamol or ibuprofen can help reduce fever
Upset stomach, diarrhoea and vomiting	7 days	If symptoms persist, please contact your pharmacist or GP

Designed to provide patients with information about expected length of symptoms and self-care advice. Distributed to all North East and Cumbria GP practices and community pharmacies.

Posters for GP practices and community pharmacies



Distributed to all North East and Cumbria GP practices and community pharmacies for display in patient and staff areas.

Patient advice leaflets



Designed for prescribers to use with patients presenting with self-limiting respiratory tract infections for whom no prescription or a delayed antibiotic prescription is appropriate.

Key achievements

- Development of collaborative relationships
 - Geographically – across the North East and Cumbria
 - Across organisational boundaries – collaboration between primary and secondary care
- eLearning embedded into practice

Future challenges and next steps

- Continue to raise awareness and embed initiatives into practice
- Focus on behaviour change for clinicians and patients
- Continue building links across interfaces and organisational boundaries

<http://medicines.necsu.nhs.uk/antibiotics>

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References

1. UK Five Year Antimicrobial Resistance Strategy
2. Review on Antimicrobial Resistance 2014

Acknowledgements: North East Secondary Care Antimicrobial Pharmacists Group, North East Microbiologists Group, Public Health England, Northern CCG Forum and Clinical Senate.