



Public Health  
England

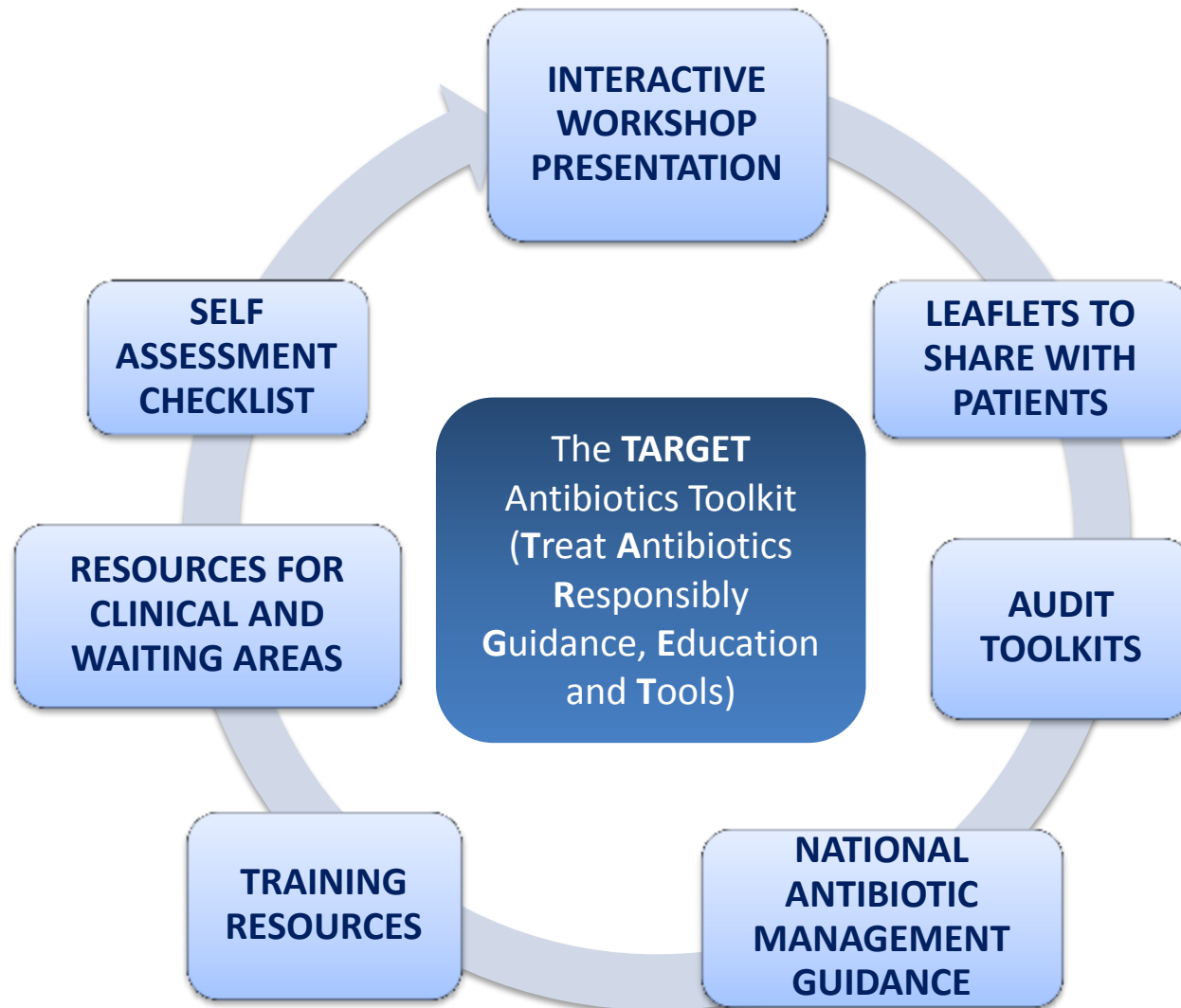
# Planning the delivery of the **TARGET** antibiotics toolkit



Professor Clodna McNulty  
Head, Public Health England Primary Care Unit

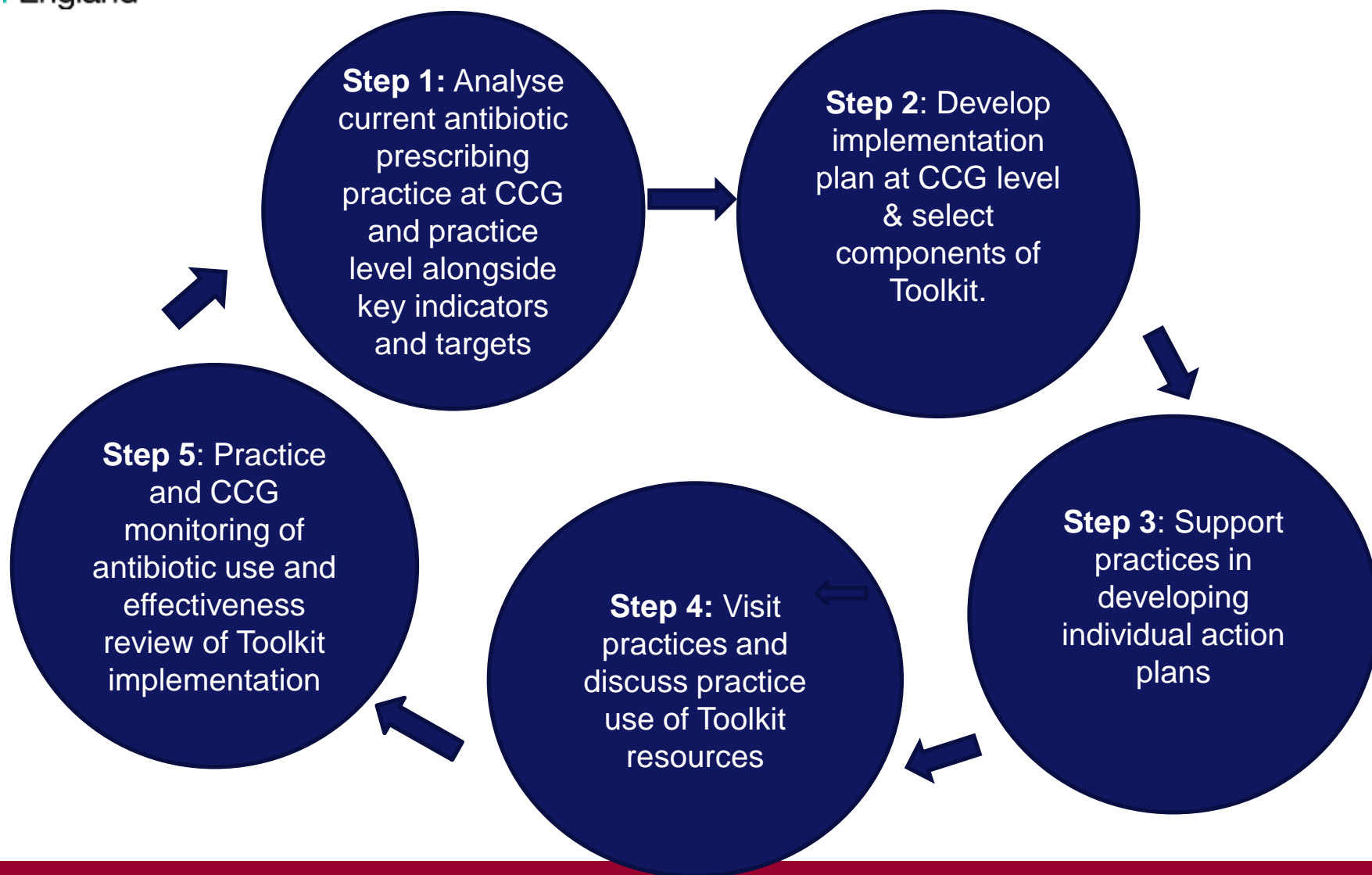


# The TARGET Antibiotics Toolkit





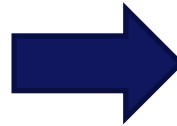
# Planning delivery of TARGET Toolkit





# Planning delivery of TARGET toolkit

**Step 1:** Analyse current antibiotic prescribing practice at CCG and practice level alongside key indicators and targets



**Step 2:** Develop implementation plan at CCG level & select components of Toolkit.



## Step 2: Developing CCG plan & selecting components of Toolkit

**Discuss in groups advantages and disadvantages of each mode of delivery of materials**

1. Workshops with groups of practices
  2. Individual practice workshops
  3. Workshop with voice-over presentation
  4. On-line RCGP module followed by action planning
- Delivery by expert in antibiotic use, GP champion or medicine manager



# Feedback: advantages & disadvantages of each mode of delivery of materials

1. Workshops with groups of practices
2. Individual practice workshops
3. Workshop with voice-over presentation
4. On-line RCGP module followed by action planning

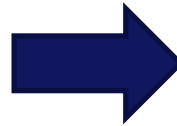
## Delivery by

1. expert in antibiotic use,
2. GP champion or
3. medicine manager



# Planning delivery of TARGET toolkit

**Step 3:** Support practices in developing individual action plans



**Step 4:** Visit practices and discuss practice use of Toolkit resources



# Which TARGET materials?

1. Interactive presentation / eModule
2. Antibiotic data compared to others
3. Leaflets to share with patients
4. Audit toolkits
5. Antibiotic guidance
6. Self-assessment checklist
7. Posters
8. Computer prompts
9. Delayed prescribing
10. Action planning and targets set at meeting

## **Personal Attitude**

The belief that resistance is important.  
The belief that changes in prescribing will make a difference to resistance.  
Any personal rewards for responsible prescribing.

## **Subjective norms**

Peers' opinions about antibiotic prescribing.  
Pressure to prescribe responsibly from society or CCG.

## **Perceived behavioural controls**

Confidence to use antibiotics responsibly.  
Other barriers such as time, computers and cost influencing prescribing behaviour.

## **Measurable outcome**





# Which TARGET materials?

1. Interactive presentations  
Targets set at meeting
2. Delayed prescribing
3. Computer prompts
4. Leaflets to share with patients
5. Audit toolkits
6. Self-assessment checklist
7. eModules on RTI, UTI, skin
8. Posters
9. Antibiotic guidance
10. Laboratory antibiotic reporting

**Prioritise and  
discuss how you  
will implement  
the chosen  
resources**

# TARGET Patient Information Leaflet how to implement

## Antibiotic Information Leaflet

**Treating your infection**

Patient Name

Your doctor or nurse recommends that you self-care ☐ Back-up antibiotic prescription issued ☐

Your infection	Usually lasts	How to treat yourself better for these infections, now and next time	Contact your GP practice or contact NHS 111 (England), NHS 24 (Scotland dial 111), or NHS Direct (Wales dial 0845 4647)
<input type="checkbox"/> Middle-ear infection	4 days	<ul style="list-style-type: none"> <li>Have plenty of rest.</li> <li>Drink enough fluids to avoid feeling thirsty.</li> </ul>	<p>1. to 8. are possible signs of serious illness and should be assessed urgently. Phone for advice if you are not sure how urgent the symptoms are.</p> <ol style="list-style-type: none"> <li>If you develop a severe headache and are sick.</li> <li>If your skin is very cold or has a strange colour, or you develop an unusual rash.</li> <li>If you feel confused or have slurred speech or are very drowsy.</li> <li>If you have difficulty breathing. Signs can include:               <ul style="list-style-type: none"> <li>breathing quickly</li> <li>turning blue around the lips and the skin below the mouth</li> <li>skin between or above the ribs getting sucked or pulled in with every breath.</li> </ul> </li> <li>If you develop chest pain.</li> <li>If you have difficulty swallowing or are drooling.</li> <li>If you cough up blood.</li> <li>If you are feeling a lot worse.</li> </ol> <p>Less serious signs that can usually wait until the next available GP appointment:</p> <ol style="list-style-type: none"> <li>If you are not improving by the time given in the 'Usually lasts' column.</li> <li>In children with middle-ear infection: if fluid is coming out of their ears or if they have new deafness.</li> <li>Other _____</li> </ol>
<input type="checkbox"/> Sore throat	7 days	<ul style="list-style-type: none"> <li>Ask your local pharmacist to recommend medicines to help your symptoms or pain (or both).</li> </ul>	
<input type="checkbox"/> Common cold	10 days	<ul style="list-style-type: none"> <li>Fever is a sign the body is fighting the infection and usually gets better by itself in most cases. You can use paracetamol (or Ibuprofen) if you or your child are uncomfortable as a result of a fever.</li> </ul>	
<input type="checkbox"/> Sinusitis	18 days	<ul style="list-style-type: none"> <li>Other things you can do suggested by GP or nurse: _____</li> </ul>	
<input type="checkbox"/> Cough or bronchitis	21 days		
<input type="checkbox"/> Other infection: _____	_____ days		

Back-up antibiotic prescription ONLY to be collected in ☐ days if you do not feel better or feel worse.

Collect from: ☐ GP reception ☐ GP or nurse ☐ Pharmacy

- Colds, most coughs, sinusitis, ear infections, sore throats, and other infections often get better without antibiotics, as your body can usually fight these infections on its own.
- The more we use antibiotics, the greater the chance that bacteria will become resistant to them so that they no longer work on our infections.
- Antibiotics can cause side effects such as rashes, thrush, stomach pains, diarrhoea, reactions to sunlight, other symptoms, or being sick if you drink alcohol with metronidazole.

All sections can be personalised and added to by the GP

“Usually lasts” section educates patients about when to consult

Safety netting

Back-up prescription

Information about antibiotics & resistance

**Read codes: Delayed:8CAk, Leaflet: 8CE**



# Actions:

## Developing priorities for you & this CCG

### Reduce *Clostridium difficile* in the community

#### HOW

#### Reduce use of

- Ciprofloxacin
  - Cephalosporins
  - Co-amoxiclav
- } for UTI

#### Increase use of

- Nitrofurantoin
- Trimethoprim
- Pivmecillinam

#### Co-amoxiclav ONLY recommended for:

- Pyelonephritis in pregnancy
- Facial cellulitis or prophylaxis post dog or human bites
- Diverticulitis

# **Actions:**

## **Developing priorities for you & this CCG**

**Aim to roll back to prescribing in 2010 (12%)**

**Reducing total antibiotics by about 1% annually**

### **HOW**

- 1. Use the leaflets to reduce patient expectations**
- 2. Develop computer prompt or use patient.co.uk to increase use of leaflet**
- 3. Use back-up/delayed prescribing (the leaflet will help)**
- 4. Refer to the posters to introduce antibiotics**
- 5. Make sure everyone has access to antibiotic guidance**
- 6. Do an antibiotic audit**
- 7. Give an individual responsibility of taking these forward**



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