

European Antibiotic Awareness Day Toolkit for professionals in hospitals and other healthcare settings

Guidance note

1. Background

Welcome to the European Antibiotic Awareness Day toolkit (EAAD) for professionals in hospitals and other healthcare settings, prepared by the European Centre for Disease Prevention and Control (ECDC).

Concerted long-term efforts to promote prudent antibiotic use are a key element in turning the tide on antibiotic resistance. EAAD is a European health initiative coordinated by ECDC, which aims to provide a platform and support for national campaigns on prudent use of antibiotics. EAAD takes place each year on or around 18 November.

This guidance note aims at presenting the newly developed materials and at providing advice on how to adapt and integrate them to your campaigns. In addition, you will find a description of the process ECDC undertook to develop the toolkit and links to resources that have been developed by ECDC or other organisations and that could be of use for your own campaigns.

2. Objective of the toolkit

The objective of this toolkit is to support efforts to increase prudent use of antibiotics in hospitals and other healthcare settings through dissemination of evidence-based educational and information materials. Moreover, the materials aim at creating a sense of individual responsibility in tackling antibiotic resistance and at empowering professionals to take action.

According to past EAAD evaluations and to the indications received by EU Member States and other stakeholders through different consultation mechanisms, there is still a need to implement prudent antibiotic use campaigns in those settings. This toolkit was born as an update to the one for [hospital prescribers launched in 2010](#). ECDC focused on building on existing key messages, on refreshing the design of various components, and on creating new ones where gaps were identified.

The template toolkit materials are initially launched on a protected platform for representatives of EU/EEA countries, as well as a number of professional organisations interested in the topic. The full toolkit will be made publicly available in October on the [EAAD website](#), together with translated key messages.

3. Overall recommendations

- Download all the fonts before using any of the files.
- For better quality, use InDesign above the other formats provided if possible.
- Read this document fully, including the section about the use of images.
- Contact us at eaad@ecdc.europa.eu if you spot elements that need to be modified.

4. Content of the toolkit

The toolkit includes the template materials described below, which were developed following an extensive consultation process, and after receiving and integrating a significant amount of input from different stakeholders. More information about the formats available, the possibilities for adaptation and suggestions for use will be described in more detail in the following sections.

- Key messages
- Checklist for prescribers
- Factsheets
- Infographic about antibiotic stewardship
- Leaflets
- Letters
- Posters
- Presentation
- Social media cards

5. Target audience

The primary target audience for this toolkit is professionals in hospitals and other healthcare settings, such as long-term care facilities, who have different roles and influence in the use of antibiotics in such settings.

As part of the target audience prioritisation, and following the suggestions from experts consulted throughout the process to develop the toolkit, ECDC decided to include new groups to be addressed:

- Managers/administrators,
- Infectious disease specialists,
- Infection prevention and control professionals,
- Epidemiologists,
- Prescribers,
- Junior doctors and students,
- Pharmacists,
- Nurses,
- Clinical microbiologists, and
- Professionals in emergency departments, in intensive care units, and in long-term care facilities.

These groups are considered relevant, as they have a responsibility to use antibiotics prudently and to ensure that they remain effective. For example, in hospitals, managers are key to decisions about implementing antibiotic stewardship programmes, and pharmacists are 'gatekeepers' to the administration of antibiotics.

Although patients in hospitals are considered an important target audience, it was decided to focus on the professionals for these materials. If there is a wish to also develop materials for patients as part of your campaigns in healthcare settings, refer to two other EAAD toolkits:

- [Toolkit of briefing materials aimed at general public](#)
- [Toolkit aimed at the general public with focus on self-medication with antibiotics](#)

6. Adaptation

The issues surrounding antibiotic resistance in hospitals and other healthcare settings may differ from country to country. It is important to stress that the template materials provide a core of information and common messages but will be most effective if adapted to respond to the needs and situations in each country, or even in each healthcare setting.

Countries could consider including the national data for antimicrobial resistance and antibiotics consumption available from the [European Antimicrobial Resistance Surveillance Network \(EARS-Net\)](#) and from the [European Surveillance of Antimicrobial Consumption Network \(ESAC-Net\)](#), and consulting with professional associations in their countries on the most appropriate tools to be used. That is why the template materials leave room for adaptation and insertion of targeted information.

The key messages need to be carefully adapted as well, since professionals across Europe might have different roles than those described in the document. In addition, healthcare systems can differ from country to country. Mix the key messages as needed, and use only those that best reflect your national contexts.

The materials can be strengthened by branding them with logos from national health ministries or other supporting institutions, such as NGO's or professional organisations. Pharmaceutical companies need to be excluded.

7. Key messages

The toolkit materials are based on key messages, which are the cornerstone of any communication campaign. The key messages for this toolkit derived from a thorough review of the scientific literature by ECDC experts and were developed following an extensive consultation and editing process.

Some of the messages are indicated to be "expert consensus", instead of being linked to a reference taken from the scientific literature. This refers to the agreement reached by ECDC experts, EAAD Technical Advisory Committee members, and other external experts and stakeholders.

These key messages:

- Aim at creating a sense of individual responsibility in tackling antibiotic resistance and at empowering professionals to take action.
- Provide a set of water-tight statements, each of which is accompanied by a reference, that should be used as a basis for the content of the template materials;
- Cover a number of professionals working at hospitals and other healthcare settings: managers/administrators, infectious disease specialists, infection prevention and control professionals, epidemiologists, prescribers, junior doctors and students, pharmacists, nurses, clinical microbiologists, and professionals in emergency departments, in intensive care units, and in long-term care facilities.

8. Template materials

The template materials are examples of what can be done and should be adapted and modified according to country contexts, by exchanging key messages and modifying the templates depending on the professional group that needs to be addressed.

The materials that make part of this toolkit have a number of commonalities that need to be taken into consideration when adapting them for specific campaigns. They:

- Aim at creating a sense of individual responsibility in tackling antibiotic resistance and at empowering professionals to take action. This is expressed with sentences such as "you have a responsibility to ensure that antibiotics remain effective". Other examples could be "you are responsible to keep antibiotics working" or "everyone is responsible to keep antibiotics working".
- Include one slogan, linking all materials: "Antibiotics: handle with care". Other options are "Antibiotics: be responsible!", "Antibiotics: it's your responsibility!", or "Antibiotics: use them prudently".
- Are based on scientific evidence, in the form of key messages, that will be available on the EAAD website in October 2017 and that you have received as part of the toolkit. This is represented in the materials by sentences at the bottom, including the EAAD website, and a QR code that leads to the same pages.
- Are not exclusive of other materials or partner campaigns.
- Can be strengthened by branding them with logos from national health ministries or other supporting institutions, such as NGO's or professional organisations. Pharmaceutical companies need to be excluded.
- Have colours that have a low impact on the environment when printing and can be adapted to print in black and white.
- Are available in Adobe InDesign, Microsoft Word and Microsoft PowerPoint, which makes it easy to adapt them by anyone with experience in any of these three softwares.

During the consultation process, materials that would be most effective to reach some specific professionals were identified and ranked from 1 to 3. The information below should only be indicative:

Rank	Materials for hospital managers/administrators
1	Presentation

2	Letter
3	Infographic/email newsletters

Rank	Information materials for infectious disease specialists
1	Letters
2	Checklists
3	Web-base materials

Rank	Information materials for antibiotic stewardship committees
1	Factsheet
2	Presentation
3	Letter/checklist

Rank	Information materials for hospital prescribers (e.g. doctors and nurses)
1	Posters
2	Leaflets
3	Videos

Rank	Information materials for junior doctors and students
1	Checklist
2	Presentation
3	Infographic

Rank	Information materials for hospital pharmacists
1	Presentation
2	Checklist
3	Posters/leaflets

Rank	Information materials for nurses
1	Leaflets
2	Checklists
3	Posters

Rank	Information materials for clinical microbiologists
1	Factsheet
2	Presentation
3	Checklist

Rank	Information materials for professionals in intensive care units
1	Gimmicks
2	Poster
3	Leaflets

8.1 Posters

ECDC has produced three types of posters, which can be adapted by modifying the key messages, the images and the stamps at the top right side.

The first type contains a key message that is deemed relevant overall for the setting, followed by a set of actions that the specific professional can/should/must implement to ensure that antibiotics remain effective. These actions are taken from the “things you can do” sections in the key messages document.

The second type of poster is a checklist of reminders for prescribers. It is possible to adapt it by deleting actions that are not deemed relevant or by adding some that are missing.

The third type is an advocacy poster, which aims at presenting the commitment from the hospital or the healthcare setting to use antibiotics prudently. It can be adapted by modifying the key messages and the photos.



Posters for specific professionals



Prescribers' checklist



Advocacy poster

- Formats: Adobe InDesign, Microsoft PowerPoint.
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.
- References: all the statements in the posters are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro.
- Images: iStock images that can be freely used in any production or distribution process related to these toolkit materials, including the logo from EAAD and the branding proposed by ECDC. The images can't be used for any other purposes.

8.2 Letters

Six template letters have been drafted, addressing professionals such as managers, prescribers, nurses, pharmacists, infectious disease specialists, and clinical microbiologists.

These documents consist of an introductory paragraph highlighting antibiotic resistance as a threat for patient safety and the fact that up to half of all antibiotic use in hospitals is unnecessary or inappropriate, followed by a set of actions that each professional can take to address the issue. The letters close with a statement about educational materials that can be used as resources for information but also as means to support colleagues and patients in a specific setting and a call to action from the professional they are directed to.

These letters can be used by Ministries of Health, national public health institutes, hospitals and professional organisations, amongst others. They can be signed by different actors depending on the effect you would like to cause. If you wish to have the signature from the ECDC Director, please adapt the

letter according to your needs and send it to EAAD@ecdc.europa.eu for review ahead of the launch of your campaign. National or hospital data can also be used to adapt the content.



- Formats: Adobe InDesign, Microsoft Word.
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.
- References: all the statements in the letters are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro.

8.3 Leaflets

Four leaflets have been developed, targeting nurses, hospital prescribers, infectious disease specialists and physicians in long-term care facilities. The structure of these templates is the same: four key facts about antibiotic resistance are presented, as well as actions that each professional group can take to tackle the issue.

As the other materials in the toolkit, the leaflets can be adapted by modifying the key messages and the images, as well as by adding the logos of the organisers of the campaign, and information about national websites and social media handles.



- Formats: Adobe InDesign, Microsoft Word, Microsoft Power Point.
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.

- References: all the statements in the leaflets are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro.
- Images: iStock images that can be freely used in any production or distribution process related to these toolkit materials, including the logo from EAAD and the branding proposed by ECDC. The images can't be used for any other purposes.

8.4 Checklist

The checklist was conceived as a small card that can be kept in white coat pockets and consulted as a reminder of prudent antibiotic prescribing. Its objective is to provide practical support to prescribers on the considerations of antibiotic prescribing and the questions they need to ask themselves before, during and after making the decision to administer antibiotic treatments to patients. Other possibilities to use this tool include: A4 printouts to be included in patient charts or a poster to be placed in different parts of the hospital. It doesn't include any data or graphs that will require adaptation.

It is also available in A4 size, which makes it easy to print in a regular office printer.



- Formats: Adobe InDesign, Microsoft Word, Microsoft PowerPoint.
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.
- References: all the statements in the checklist are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro.
- Images: iStock images that can be freely used in any production or distribution process related to these toolkit materials, including the logo from EAAD and the branding proposed by ECDC. The images can't be used for any other purposes.

8.5 Factsheets

The three factsheets provide the latest available scientific evidence about antibiotic resistance that is relevant to hospitals: e.g. antibiotic resistance is increasing overall, bacteria that are resistant to multiple group of antibiotics is of particular concern, and antibiotic stewardship programmes are effective. At the end of all factsheets, there is a message that indicates that the professional reading has a responsibility to keep antibiotics working.

The difference between the three versions is minimal: one is condensed in one page and includes only facts, another one includes a map which highlights the effectiveness of antibiotic stewardship programmes in some EU countries, and a last one provides the possibility to include national facts.

The factsheets are provided as Adobe InDesign and Microsoft Word formats, allowing for their translation an adaptation to national situations by e.g. inserting national facts, or modifying the ones included to present national/hospital epidemiological and/or economic data if available.



- Formats: Adobe InDesign, Microsoft PowerPoint.
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.
- References: all the statements in the letters are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro.
- Images: iStock images that can be freely used in any production or distribution process related to these toolkit materials, including the logo from EAAD and the branding proposed by ECDC. The images can't be used for any other purposes.

8.6 Infographics about antibiotic stewardship programmes

During the consultation phases, a gap about materials defining antibiotic stewardship programmes was identified. For this reason, ECDC developed an infographic which aims at highlight not only the threat that antibiotic resistance poses, but also the effectiveness of these programmes to address the issue from different angles.

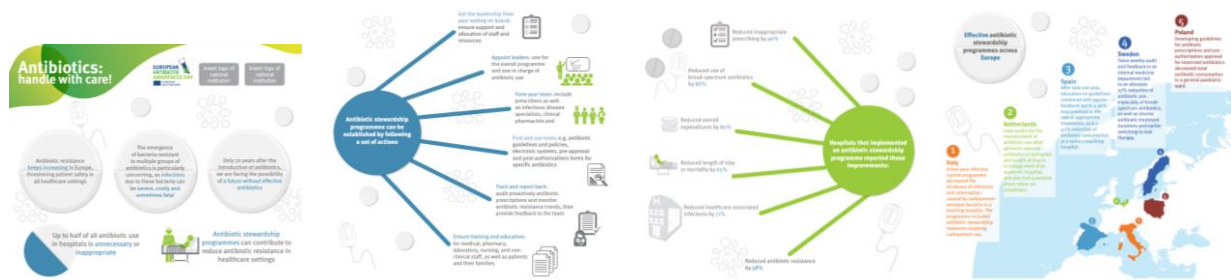
The first part of the infographic provides four key messages related to the increase of antibiotic resistance overall, the risks posed by multidrug-resistant bacteria, the facts that we might be facing a future without antibiotics and that they are still used unnecessarily or inappropriately in hospitals, and finally a few lines introducing antibiotic stewardship programmes.

Actions that can be followed to set up such a programme are included in the second part of the infographic. These range from getting the leadership from a setting on board, to finding and using tools and ensuring training and education for staff, as well as patients and their families.

A third part presents figures about the proven effectiveness of these programmes. Hospitals responding to a survey reported that they had reduced inappropriate prescribing, use of broad-spectrum antibiotics, overall expenditures, length of stay or mortality, healthcare-associated infections and antibiotic resistance. Finally, a map highlighting some European countries and their specific examples was added at the end.

A second infographic, without the map at the end, is also included as part of the toolkit.

The infographics can be adapted by modifying or reducing the key messages in the first part, including information about specific hospitals' antibiotic stewardship programmes, and replacing or deleting the countries in the map.



- Formats: Adobe InDesign.
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.
- References: all the statements in the letters are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro.

8.7 Presentation

The presentation could serve different purposes: as a source of general information, as a tool for disseminating important information and useful tips for professionals in hospitals and other healthcare settings. Ultimately, it should be used as a template tool for trainings.

It is important to bear in mind that the template provided in this toolkit contains general information and data, and should be adapted with national or hospital-specific information.

The presentation contains several blocks, that can be moved around or deleted, depending on the needs of the users:

- Antibiotic resistance: the human faces
- Facts
- Antibiotic stewardship programmes
- Situation in Europe
- Situation in the country
- Antibiotic resistance in our hospital
- Our role as professionals
- European Antibiotic Awareness Day: a campaign to promote prudent use of antibiotics
- External resources
- Takeaways

The presentation is provided in universal Microsoft PowerPoint format (*.ppt), which makes it easily adaptable on any computer with Microsoft Office. The presentation contains several embedded graphs and figures, all of which can be adapted.

- Formats: Microsoft PowerPoint.
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.
- References: all the statements in the presentation are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro and Tahoma.

- Images: iStock images that can be freely used in any production or distribution process related to these toolkit materials, including the logo from EAAD and the branding proposed by ECDC. The images can't be used for any other purposes.

8.8 Social media cards

Four social media cards templates have been developed, and the different sizes are adapted for use on platforms such as Facebook, Twitter, LinkedIn and Pinterest. Although these templates include only text, it is possible to adapt them by adding national data or facts, using other key messages and by including photos or images taken from other materials in the toolkit e.g. from the infographic, the factsheets or the PPT presentation.

The social media cards are intended to disseminate key facts about antibiotic resistance and can be used publicly in the channels mentioned above as well as in groups or intranets in hospitals or other healthcare settings.



- Formats: Adobe InDesign, Microsoft PowerPoint
- Branding: EAAD logos and possibility to add logos from national health ministries, or organisations supporting the campaigns.
- Contact information: space to add relevant websites, social media handles, email addresses and phone numbers.
- References: all the statements in the presentation are supported by scientific evidence that can be found on the EAAD website or by scanning the QR code.
- Font: MetaPro.

9. Use of images

The images included in several materials, and as part of the photo bank, make part of the iStock collection. These can be freely used in any production or distribution process related to these toolkit materials, which would include the logo from EAAD and the branding proposed by ECDC. The images can't be used for any other purposes, as this would be in violation of iStock laws.

10. QR codes

QR codes provide the possibility to access websites in a quick way, by scanning them with smartphones' apps. These are commonly used in marketing and communication campaigns, as a way to drive traffic to specific websites from printed or web-based materials.

The codes that are included in the toolkit materials lead to the generic EAAD website. Once the toolkit is publicly launched, the codes will lead to the key messages. You can later on adapt these QR codes to link to your own websites and key messages.

To make QR codes you need to select a generator, which are usually free and available online, and add the link you want it to lead to. Make sure you test it with your own smartphone before printing the materials or disseminating them online.

Common QR code generators are:

- <https://qrcode.kaywa.com/>
- <http://goqr.me/>
- <http://www.visualead.com/>
- <http://www.qrstuff.com/>

11. Integrating the toolkit into the national EAAD campaign

Toolkit materials are templates and should be adapted to the local situation and the selection of focus for the European Antibiotic Awareness Day campaign activities each year. This should include the translation of materials and the use of country-specific data. The template materials in this toolkit can complement materials that you developed in past campaigns and should not be seen as exclusive of previous years' efforts.

This is also the case with materials that are developed by other organisations such as the World Health Organisation or by professional organisations at European and national levels. If you have difficulties integrating the campaigns or doubts about how to use the logos to acknowledge the support from the different actors, it is possible to ask for advice from ECDC.

12. Contact at ECDC

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Annex 1 – Approach for the development of the toolkit

The approach taken by ECDC to develop this toolkit has been in line with the work done in the past similar tools targeting antibiotic resistance as well as other topics. The process mainly focused on building on existing key messages from the hospital prescribers' toolkit launched in 2010, refreshing some of the old materials, creating new ones and expanding the target audience to include additional professionals.

Exhaustive consultations took place during the development process and included several stakeholders with an interest in the topic:

EAAD expert meeting (1st April 2016)

A group of experts was invited to ECDC on the 1st April 2016 to discuss the options for updating and further developing the toolkit. Based on those discussions, ECDC started its planning to update and expand the materials launched in 2010, based on results from earlier evaluations and in order to optimise shareability (e.g. in social media) and adaptability, as well as usability for additional communication initiatives.

During this meeting it was agreed that the process would consist of the following actions:

- A. Review and update the key messages with expert support.
- B. Improve the existing materials, adding further visual elements, refreshing layout and design for sharing e.g. via social media, developing additional elements to supplement the existing tools and additional groups within the target audience, e.g. an infographic, a slideshow for training purposes.

The group made a number of suggestions about the content (key messages, possibility of inserting infection control elements), target audiences, format and design, and dissemination issues. Some of these suggestions were included as part of the working groups discussions that took place in the following TAC meeting (23 June 2016).

After this meeting a process to update the key messages started, building on the existing ones. An ECDC expert reviewed the old references and added new messages based on more up-to-date scientific evidence.

EAAD Technical Advisory Committee meeting (23 June 2016)

This meeting had similar goals and structure as the one taking place on 1st April. Its aim was to work together on the update of the toolkit and to consult country representatives and stakeholders about the then updated key messages. The meeting was divided between presentations and working group sessions.

After the initial presentations, the participants were divided in working groups. Each group was asked to focus on one of the areas for consultation (e.g. key messages, materials to be developed, dissemination strategies, and creation of an app or other web-based materials). The participants were asked to approach the questions taking into consideration the input gathered during the expert TAC meeting on 1st April, as well as y their own professional experience and knowledge about EAAD.

The working groups exercise provided a significant amount of input for ECDC to take forward the process to update the toolkit.

A design proposal was presented during this meeting and approved by the country representatives and stakeholders. This is the sample that ECDC followed for the new materials.

Consultation (October 2016)

The purpose of the consultation was to gather feedback about materials that should be developed and to further update the key messages developed by ECDC. An external contractor, World Health Communication Associates (WHCA), was tasked to consult the ECDC National Focal Points for communication and National Focal Points for antimicrobial resistance, as well as EAAD contact points in all

EU Member States. In addition, relevant professional organisations such as ESCMID/ESGAP, HOPE, EAHP, AEMH, and EFN were approached.

With the support of two expert reviewers, Céline Pulcini and Oliver Dyar (ESCMID/ESGAP), WHCA produced a questionnaire that was sent to the groups described above. The responses were analysed and the findings reported in a concept note.

Based on that document, ECDC developed the materials that make part of the toolkit. The idea behind the toolkit is that all materials can be adapted for the all the groups within the target audience, by exchanging the different key messages. The suggested materials through this part of the process were:

- An infographic about antimicrobial stewardship.
- A template letter which can be adapted to target hospital managers, prescribers, nurses, hospital pharmacists, pharmaceutical committees, antibiotic stewardship committees, infectious disease specialists and clinical microbiologists.
- A template PPT presentation.
- A template leaflet which can be adapted to target infection control teams, nurses, hospital prescribers and specialists in long-term care facilities.
- A template checklist which can be adapted to target junior doctors, infection control teams, infectious disease specialists, hospital pharmacists, nurses and clinical microbiologists.
- A template poster.
- A template factsheet for use by hospital pharmaceutical committees and antibiotic stewardship committees.
- Images to be shared on social media.

The individuals contacted were also asked to comment on the overall set of key messages, on the importance and feasibility of the general ones and their preferred group messages. The feedback provided during this process helped the two expert reviewers to propose a more developed document, which was then evaluated and further adapted at ECDC.

Focus groups (February 2016)

Focus groups were convened to test and evaluate the set of key messages and template materials provided by ECDC. The main aim of this exercise was to gain insight on how health professionals working in hospitals would use these materials.

The focus groups were conducted in six EU Member States (Bulgaria, Czech Republic, France, Italy, Netherlands and United Kingdom), amongst a representative sample of the following health professionals:

- Hospital prescribers
- Hospital managers
- Nurses
- Microbiologists
- Intensivists
- Hospital pharmacists
- Linguistic/communication experts

The participants were asked to reflect on the format appropriateness and to provide input regarding the type of content they would like to see in the materials, following the key messages. The input received via the focus groups was carefully studied and implemented when possible in a second round of design.

For this part of the process, the template materials tested included: infographic, letter, presentation, leaflet, checklist and factsheet. The social media cards and posters were left out intentionally, as a way to keep the attention of the participants focused on the more complex materials.

EAAD Technical Advisory Committee meeting (23-24 March 2016)

The objective of this meeting was to gather final feedback on the advanced draft template materials that were developed based on the feedback from the consultation and the focus groups. The participants were divided in working groups and provided final comments.

This exercise provided again a significant amount of input for ECDC to take forward the development of the toolkit, which is the result of the best possible compromise between all the sources of information and the work of ECDC.

Annex 2 - Other resources

ECDC and other organisations have developed materials and resources throughout time that can be integrated into national campaigns or that could serve as reference for creating new tools, including key messages.

ECDC has developed toolkits in the past targeting other audiences. Although some of them might be outdated design-wise, the key messages can still be used in more recent formats that you could develop.

European Antibiotic Awareness Day resources:

- [Toolkit for the general public - 2008](#)
- [Toolkit for primary care prescribers – 2009](#)
- [Toolkit for hospital prescribers – 2010](#)
- [Toolkit for the general public with focus on self-medication with antibiotics - 2014](#)
- [Patient stories](#)
- [Videos and animations](#)

ECDC resources:

- [Directory of online resources for prevention and control of antimicrobial resistance \(AMR\) and healthcare-associated infections \(HAI\)](#)
- [Surveillance Atlas of Infectious Diseases – antimicrobial resistance](#)
- [European Antimicrobial Resistance Surveillance Network \(EARS-Net\)](#)
- [European Surveillance of Antimicrobial Consumption Network \(ESAC-Net\)](#)
- [Infographics about antibiotic resistance](#)
- Animations about hand hygiene:
 - o <https://www.youtube.com/watch?v=RaS0zAeGGDM>
 - o <https://www.youtube.com/watch?v=Sbx5ZZYNxzg>

European Commission:

- [Antimicrobial resistance page](#)
- [AMR a major European and global challenge – factsheet](#)
- [Projects, studies and reports on antimicrobial resistance](#)

International organisations resources:

- [World Antibiotic Awareness Week – World Health Organization](#)
- [SAVE LIVES: Clean Your Hands – World Health Organization](#)
- [Central Asian and Eastern European Surveillance of Antimicrobial Resistance \(CAESAR\)](#)
- [The Infectious Diseases Society of America \(IDSA\) patient stories](#)