

Time Is Running Out for Antibiotics!

Inappropriate use of antibiotics is a global public health issue, requiring a united response. **November 13 through 19 marks World Antibiotic Awareness Week**, a time to join other providers, stakeholders and partners in the U.S., Canada, Europe and Australia in renewing your commitment to appropriate use of antibiotics. These powerful medications contribute to the spread of antibiotic resistant organisms, which can make even simple infections untreatable. Antibiotic use is also a major contributing factor in the development of *Clostridium difficile* infection, which causes life-threatening diarrhea.

With so much at stake, now is the time to work together to encourage appropriate use and **preserve the power of antibiotics**.

Committing to appropriate antibiotic use in your facility is the first step in improving patient outcomes and is a proven intervention strategy for improving antibiotic use. Here are some ways providers can communicate this commitment to patients and staff:

- ✓ *Display public commitments* in the form of [posters in patient waiting areas](http://bit.ly/2z83cCN) in support of wise use of antibiotics (<http://bit.ly/2z83cCN>)
- ✓ *Play short videos in waiting areas* to communicate messages about appropriate antibiotic use.
 - [Short video featuring questions to ask about antibiotics](http://bit.ly/2h0phfV) (<http://bit.ly/2h0phfV>)
 - [One-minute World Health Organization video on handling antibiotics with care](http://bit.ly/1MYrsmN) (<http://bit.ly/1MYrsmN>)
 - [Two-minute video narrated by a child on using antibiotics wisely](http://bit.ly/2xFMjfb) (<http://bit.ly/2xFMjfb>)
 - [Animated video describing antibiotic resistance](http://bit.ly/2eAvV8q), created in partnership with Public Health England (<http://bit.ly/2eAvV8q>)
- ✓ *Communicate with all staff members to set patient expectations*. Let all staff members know that patient visits for acute illnesses may not always result in a prescription for antibiotics.

Visit [HealthInsight's Get Smart initiative web pages](https://healthinsight.org/tool-kit) (<https://healthinsight.org/tool-kit>) for more resources to support your commitment through improved communication and patient education. Additional resources can be found on the [Centers for Disease Control and Prevention website](http://bit.ly/2ik5hlg) (<http://bit.ly/2ik5hlg>).

