STAKEHOLDER TOOLKIT

#BeAntibioticsAware

U.S. Antibiotic Awareness Week
November 13-19, 2017
www.cdc.gov/antibiotic-use
## U.S. Antibiotic Awareness Week Events Calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, November 13</strong></td>
<td>8 AM EST</td>
<td>Launch Day</td>
<td>Participate in Thunderclap to launch at 12 PM Eastern. Distribute tailored press release and share materials, including PSA.</td>
</tr>
<tr>
<td><strong>Tuesday, November 14</strong></td>
<td>Ongoing Promotion</td>
<td>Continue social media promotion and sharing of materials.</td>
<td></td>
</tr>
<tr>
<td><strong>Wednesday, November 15</strong></td>
<td>Ongoing Promotion</td>
<td>Continue social media promotion and sharing of materials.</td>
<td></td>
</tr>
<tr>
<td><strong>Thursday, November 16</strong></td>
<td>1-3 PM EST</td>
<td>Global Twitter Chat</td>
<td>Join the global #AntibioticResistance Twitter chat.</td>
</tr>
<tr>
<td><strong>Friday, November 17</strong></td>
<td>Ongoing Promotion</td>
<td>Continue social media promotion and sharing of materials.</td>
<td></td>
</tr>
</tbody>
</table>
9 Ways to Support *Be Antibiotics Aware*

1. **Download and distribute the** [new educational materials](#), which include fact sheets, brochures, and infographics for consumers and healthcare professionals.

2. **Join the** [Be Antibiotics Aware Thunderclap](#) to share the same message at the same time.

3. **Participate in the global #AntibioticResistance Twitter chat on Thursday, November 16 at 1pm ET.**

4. **Add the Be Antibiotics Aware Twibbon and Facebook Frame to your social media profile picture.**

5. **Use social media messages and graphics** to spark conversation on Facebook, Twitter, Instagram, and LinkedIn.

6. **Use the official hashtags:**
   - Educational effort hashtag: #BeAntibioticsAware during entire educational effort
   - #USAAW hashtag: #USAAW17 during observance week and
   - Twitter hashtag: #AntibioticResistance during the Twitter chat on Thursday, November 16 at 1pm ET.

7. **Post the Be Antibiotics Aware web badges** to your organization’s website or blog.

8. **Customize the press release** and distribute to media to demonstrate your organization’s support of *Be Antibiotics Aware.*

9. **Use the “drop-in” articles** in your e-blasts, newsletters, and other publications.
Dear Colleague:

On behalf of the CDC’s Office of Antibiotic Stewardship, we are excited to announce the launch of the 10th Annual U.S. Antibiotic Awareness Week and the new Be Antibiotics Aware educational effort.

Since 2003, the Centers for Disease Control and Prevention (CDC) Get Smart About Antibiotics campaign – often referred to as “Get Smart” – has been at the forefront of efforts to educate healthcare providers, patients and the public about the importance of appropriate antibiotic use and combating the threat of antibiotic resistance.

In recent years, conversations about antibiotics have evolved and there is ever-growing interest in topics like antibiotic use and resistance.

Be Antibiotics Aware features targeted messaging and relevant materials to meet the increasing demand for resources and information about antibiotics.

In preparation for U.S. Antibiotic Awareness Week, CDC is urging stakeholders like you to join our efforts to raise awareness about the importance of safe antibiotic prescribing and use. The new Be Antibiotics Aware initiative provides resources to help improve antibiotic prescribing among healthcare professionals, focusing on prescribing antibiotics only when needed, and at the right dose for the right duration and at the right time.

Be Antibiotics Aware features a number of resources to help healthcare professionals (in both outpatient and inpatient settings) educate patients and families about antibiotic use and risks for potential side effects. For more information visit: www.cdc.gov/antibiotic-use.

We appreciate your continued work to promote appropriate antibiotic use and are thankful for your support in the coming weeks and always.

Best,

Rosa Herrera
Associate Director for Communications Science (Acting),
Division of Healthcare Quality Promotion

Lauri Hicks, DO
Director, Office of Antibiotic Stewardship
Key Messages

- **How to use:** Messages can be used to supplement your organization’s current communications strategies regarding improved antibiotic prescribing and use.

Messages for U.S. Antibiotic Awareness Week

- U.S. Antibiotic Awareness Week (formerly Get Smart Week) is an annual one-week observance that gives participating organizations an opportunity to raise awareness of the threat of antibiotic resistance.
- *Be Antibiotics Aware*, a new CDC educational effort, complements U.S. Antibiotic Awareness Week by providing stakeholders with up-to-date information about the importance of antibiotic prescribing and use.

Messages for Consumers

Core Messages

- **Antibiotics save lives.** When a patient needs antibiotics, the benefits outweigh the risks of side effects or antibiotic resistance.
- **Antibiotics aren’t always the answer.** Everyone can help improve antibiotic prescribing and use. Improving the way healthcare professionals prescribe antibiotics, and the way we take antibiotics, helps keep us healthy now, helps fight antibiotic resistance, and ensures that these life-saving antibiotics will be available for future generations.
- **Antibiotics do not work on viruses,** such as colds and flu, or runny noses, even if the mucus is thick, yellow or green.
- **Antibiotics are only needed for treating certain infections caused by bacteria.** Antibiotics also won’t help for some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.
- **An antibiotic will not make you feel better if you have a virus.** Respiratory viruses usually go away in a week or two without treatment. Ask your healthcare professional about the best way to feel better while your body fights off the virus.
- **When antibiotics aren’t needed, they won’t help you, and the side effects could still hurt you.** Side effects range from minor to very severe health problems. When you need antibiotics for an infection, then the benefits of the drug outweigh the risk of side effects.
- **Taking antibiotics creates resistant bacteria.** Antibiotic resistance occurs when bacteria no longer respond to the drugs designed to kill them.
- **If you need antibiotics, take them exactly as prescribed.** Talk with your doctor if you have any questions about your antibiotics, or if you develop any side effects, especially diarrhea, since that could be a *C. difficile* (*c. diff*) infection, which needs to be treated. Shortening the duration of antibiotic therapy to the minimum effective duration is a key antibiotic stewardship strategy in all settings of health care. The goal is to maximize the benefit to the patient by curing the infection while at the same time minimizing the risks of side effects from antibiotics and antibiotic resistance.
- **Stay healthy and keep others healthy** by cleaning hands, covering coughs, staying home when sick, and getting recommended vaccines, for the flu, for example.
Supporting Messages

**Antibiotic Resistance**

- Antibiotic resistance is one of the most urgent threats to the public’s health.
- Each year in the United States, at least 2 million people get infected with antibiotic-resistant bacteria. At least 23,000 people die as a result.¹
- Antibiotic resistance does not mean the body is becoming resistant to antibiotics; it is that bacteria develop the ability to defeat the antibiotics designed to kill them.
- When bacteria become resistant, antibiotics cannot fight them, and the bacteria multiply.
- Some resistant bacteria can be harder to treat and can spread to other people.

**Messages for Healthcare Professionals**

- What follows is helpful information you can use to talk with your patients about antibiotics.

**Outpatient HCPs**

1. Follow clinical guidelines when prescribing antibiotics.
2. Remember to prescribe the right antibiotic, at the right dose, for the right duration, and at the right time.
3. Protect your patients. Only prescribe antibiotics when they are needed. You can do harm by prescribing antibiotics that aren’t needed.
4. Tell your patients why they don’t need antibiotics for a viral infection, what to do to feel better, and when to seek care again if they don’t feel better.
5. Talk to your patients and their families about possible harms from antibiotics, such as allergic reactions, *C. difficile*, and antibiotic-resistant infections.
6. Watch for signs of sepsis, which can be life threatening. If you suspect sepsis, start antibiotics immediately. Signs include confusion or disorientation, shortness of breath, high heart rate, fever, or shivering or feeling very cold, extreme pain or discomfort, clammy or sweaty skin.
7. Follow hand hygiene and other infection prevention measures with every patient.

**Inpatient & Long-Term Care HCPs**

1. Follow clinical guidelines when prescribing antibiotics.
2. Always remember to prescribe the right antibiotic, at the right dose, for the right duration, and at the right time.
3. Review antibiotic therapy 48 to 72 hours after it is started based on the patient’s/resident’s clinical condition and microbiology culture results, and stop or change antibiotic orders as needed—a critical step in care.
4. Talk to patients/residents and families about when antibiotics are and are not needed, and discuss possible harms such as allergic reactions, *C. difficile* and antibiotic-resistant infections.

¹ [https://www.cdc.gov/drugresistance/index.html](https://www.cdc.gov/drugresistance/index.html)
5. Be aware of antibiotic resistance patterns in your facility and community; use the data to inform prescribing decisions.
6. Follow hand hygiene and other infection prevention measures with every patient/resident.

Supporting Messages
- Antibiotics are only needed for treating certain infections caused by bacteria. Antibiotics also won’t help for some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.
- Antibiotics do not work on viruses, such as colds and flu, or runny noses, even if the mucus is thick, yellow or green.
- Antibiotic resistance is one of the most urgent threats to the public’s health. Each year in the United States, at least 2 million people get infected with antibiotic-resistant bacteria. At least 23,000 people die as a result.
- Antibiotic resistance occurs when bacteria develop the ability to defeat the antibiotics designed to kill them.
- Any time antibiotics are used, they can cause side effects and lead to antibiotic resistance.
- Improving the way healthcare professionals prescribe antibiotics, and the way we take antibiotics, helps keep us healthy now, helps fight antibiotic resistance, and ensures that these life-saving drugs will be available for future generations.
Press Release Template

- **How to use:** Customize this news release by filling in pertinent information in the brackets. Send it to media to demonstrate your organization’s support of *Be Antibiotics Aware*.

**[INSERT ORGANIZATION NAME]** supports CDC’s new *Be Antibiotics Aware* educational effort

**[INSERT CITY],** November **[INSERT DATE],** 2017 – Kicking off U.S. Antibiotic Awareness Week November 13-19 and World Antibiotic Awareness Week, **[NAME OF ORGANIZATION]** joins the Centers for Disease Control and Prevention (CDC) in encouraging patients, families and healthcare professionals to *Be Antibiotics Aware* by learning about safe antibiotic prescribing and use.

Each year in the United States, at least 2 million people get infected with antibiotic-resistant bacteria. At least 23,000 die as a result. Antibiotic resistance, one of the most urgent threats to the public’s health, occurs when bacteria no longer respond to the drugs designed to kill them.

*Be Antibiotics Aware* provides educational resources to help healthcare professionals improve antibiotic prescribing. *Be Antibiotics Aware* educates the public on what illnesses antibiotics treat, how to take antibiotics appropriately, and that antibiotics can have minor to very severe side effects. The resources include fact sheets, a brochure, infographics, and social media, video and audio tools.

Antibiotics are critical tools for treating a number of common infections, such as pneumonia, and for life-threatening conditions including sepsis. Antibiotics are only needed for treating certain infections caused by bacteria. Antibiotics also won’t help some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.

Any time antibiotics are used, they can cause side effects and lead to antibiotic resistance. When antibiotics aren’t needed, they won’t help, and the side effects could still hurt you. Common side effects range from things like rashes and yeast infections to severe health problems like *Clostridium difficile* infection (also called *C. difficile* or *C. diff*), which causes diarrhea that can lead to severe colon damage and death.

If you need antibiotics, take them exactly as prescribed. Patients and families can talk to their healthcare professional if they have any questions about their antibiotics, or if they develop side effects, especially diarrhea, since that could be *C. difficile*, which needs to be treated.

Antibiotics do not work on viruses, such as colds and flu, or runny noses, even if the mucus is thick, yellow or green. Respiratory viruses usually go away in a week or two without treatment. Patients and families can ask their healthcare professional about the best way to feel better while their body fights off the virus.
We can all stay healthy and keep others healthy by cleaning our hands, covering our coughs, staying home when sick, and getting recommended vaccines, for the flu, for example.

Antibiotics save lives. When a patient needs antibiotics, the benefits outweigh the risks of side effects and antibiotic resistance. Improving the way we take antibiotics helps keep us healthy now, helps fight antibiotic resistance, and ensures that life-saving antibiotics will be available for future generations.

To learn more about Be Antibiotics Aware resources and antibiotic prescribing and use, visit www.cdc.gov/antibiotic-use.

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Newsletter Content

 How to use: Insert the following pre-approved content into your newsletters, blogs, and other publications.

Article targeting Patients / Families

CDC warns patients and their families to Be Antibiotics Aware

CDC is advising patients and their families to use antibiotics only when necessary to further reduce antibiotic resistance and the spread of superbugs. To kick off U.S. Antibiotic Awareness Week, CDC launched Be Antibiotics Aware, an educational effort to raise awareness about the importance of safe antibiotic prescribing and use.

The new Be Antibiotics Aware initiative educates the public about when antibiotics are needed, when they are not, how to take antibiotics appropriately and potential side effects.

CDC encourages patients and families to:

- Get the facts about antibiotics. Antibiotics do not work on viruses, such as colds and flu, or runny noses, even if the mucus is thick, yellow or green. When antibiotics aren't needed, they won't help you, and the side effects could still hurt you.
- Ask your doctor or nurse about the best way to feel better while your body fights off a virus (pain relievers, fever reducers, saline nasal spray or drops, warm compresses, liquids, and rest may help).
- If you need antibiotics, take them exactly as prescribed. Talk with your doctor if you have any questions about your antibiotics, or if you develop any side effects, especially diarrhea, since that could be a C. difficile (c. diff) infection, which needs to be treated. Shortening the duration of antibiotic therapy to the minimum effective duration is a key antibiotic stewardship strategy in all settings of health care. The goal is to maximize the benefit to the patient by curing the infection while at the same time minimizing the risks of side effects from antibiotics and antibiotic resistance.
- Stay healthy and keep others healthy by cleaning hands, covering coughs, staying home when sick, and getting recommended vaccines, for the flu, for example.

Patients and families are encouraged to use the educational materials and learn more about Be Antibiotics Aware by visiting: www.cdc.gov/antibiotic-use.

Article targeting Healthcare Professionals

Be Antibiotics Aware: Protect your patients

The Centers for Disease Control and Prevention (CDC) is urging healthcare professionals to prescribe antibiotics only when necessary to help fight antibiotic resistance and the spread of superbugs. To kick off U.S. Antibiotic Awareness Week, CDC launched Be Antibiotics Aware, an educational effort to raise awareness about the importance of safe antibiotic prescribing and use.
The new Be Antibiotics Aware initiative provides resources to help improve antibiotic prescribing among healthcare professionals, focusing on prescribing antibiotics only when needed, and at the right dose for the right duration and at the right time.

CDC’s Be Antibiotics Aware educational effort encourages healthcare professionals to:
1. Follow clinical guidelines when prescribing antibiotics.
2. Remember to prescribe the right antibiotic, at the right dose, for the right duration, and at the right time.
3. Protect your patients. Only prescribe antibiotics when they are needed. You can do harm by prescribing antibiotics that aren’t needed.
4. Tell your patients why they don’t need antibiotics for a viral infection, what to do to feel better, and when to seek care again if they don’t feel better.
5. Talk to your patients and their families about possible harms from antibiotics, such as allergic reactions, C. difficile, and antibiotic-resistant infections.
6. Watch for signs of sepsis, which can be life threatening. If you suspect sepsis, start antibiotics immediately. Signs include confusion or disorientation, shortness of breath, high heart rate, fever, or shivering or feeling very cold, extreme pain or discomfort, clammy or sweaty skin.
7. Follow hand hygiene and other infection prevention measures with every patient.

Be Antibiotics Aware has resources to help healthcare professionals (in outpatient and inpatient settings) educate patients and families about antibiotic use and risks for potential side effects. For more information visit: www.cdc.gov/antibiotic-use.
Digital Materials

- **How to use:** Post and share these graphics on your social media channels, blogs, and websites.

Logos

Web Badges

Other Graphics

**Community Antibiotic Prescriptions by State Map**
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Social Media Posts

How to use:

- Copy and paste these social media messages. Use #BeAntibioticsAware in any messages you share.
- Repost CDC social media messages about *Be Antibiotics Aware*. Visit @CDCgov, @CDC_NCEZID, and CDC’s Facebook page.

Facebook/LinkedIn/Instagram Sample Posts

1. #BeAntibioticsAware helps #patients, caregivers, families, and #healthcare professionals improve antibiotic prescribing and use. Learn more. [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP)
2. Do you or your loved one really need #antibiotics for colds, #flu, runny noses? Visit @CDCgov’s website to find out. [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP) #BeAntibioticsAware
3. Being #antibiotics aware = knowing that antibiotics aren’t needed for most cases of #bronchitis, many #sinus infections, and some ear #infections. [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP) #BeAntibioticsAware
4. Have a #virus (cold, #flu)? You can feel better without #antibiotics. Ask your #healthcare professional about the best way to feel better while your body fights off the virus. [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP) #BeAntibioticsAware
5. When it comes to health, we all want to use the right tool for the job. Share this message and talk to your doctor or nurse about being #antibiotics aware. [http://bit.ly/2Aug6Tm](http://bit.ly/2Aug6Tm) #BeAntibioticsAware
6. During U.S. #AntibioticAwareness Week, #BeAntibioticsAware and learn when antibiotics are needed and when they’re not. [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP)
7. When #antibiotics aren’t needed, they won’t help you, and the side effects could still hurt you. To learn more about antibiotic use, visit [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP). #BeAntibioticsAware
8. Providers: Give your #patients the BEST care by following #clinical guidelines when prescribing #antibiotics. [https://go.usa.gov/xn4GE](https://go.usa.gov/xn4GE) #BeAntibioticsAware
9. We’re proud to be a #BeAntibioticsAware partner for U.S. Antibiotic Awareness Week! Learn how you can participate: [https://go.usa.gov/xn4Gm](https://go.usa.gov/xn4Gm).
10. We are antibiotics aware! During U.S. Antibiotic Awareness Week, check out what our organization is doing to improve antibiotic prescribing and use: [https://go.usa.gov/xn4Gy](https://go.usa.gov/xn4Gy) #USAAW17 #BeAntibioticsAware
11. Patients! Don’t ask for #antibiotics for viruses, like cold and flu. Instead, get CDC info on symptom relief: [https://go.usa.gov/xn4GV](https://go.usa.gov/xn4GV) #BeAntibioticsAware. #USAAW17
12. Are you and your family antibiotics aware? Find out this U.S. Antibiotic Awareness Week (formerly “Get Smart About Antibiotics Week”)! [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP) #USAAW17
13. Taking #antibiotics only when needed is one thing you can do to helpfight antibiotic resistance. [https://go.usa.gov/xn4GP](https://go.usa.gov/xn4GP) #USAAW17
Twitter Sample Posts

1. #BeAntibioticsAware helps patients, families & #healthcare professionals improve antibiotic prescribing and use. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp)
2. Everyone can help improve #antibiotic prescribing and use. Visit @CDCgov’s website to #BeAntibioticsAware. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp)
3. This #USAAW17, learn how you can #BeAntibioticsAware to protect yourself & your family. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp)
4. #Antibiotics don’t treat colds and #flu, or runny noses. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp) #BeAntibioticsAware
5. Have a cold, #flu, or runny nose? You can feel better without an antibiotic. Learn more: [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp). #BeAntibioticsAware
7. When #antibiotics aren’t needed, they won’t help you, & the side effects could still hurt you. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp) #BeAntibioticsAware
8. HCPs: #BeAntibioticsAware by telling #patients why they don’t need antibiotics for a #virus. [https://go.usa.gov/xn4Gd](https://go.usa.gov/xn4Gd)
9. We’re proud to #BeAntibioticsAware during #USAAW17. Learn how you can participate: [https://go.usa.gov/xn4Gw](https://go.usa.gov/xn4Gw). #SaveABX
10. Patients: Learn what you can do at home and at the clinic to #BeAntibioticsAware. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp). #USAAW17
12. Without antibiotics, treating people with #sepsis, cancer & undergoing surgery becomes much harder. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp) #USAAW17
13. Any time #antibiotics are used, they can cause side effects & lead to #AntibioticResistance. #BeAntibioticsAware! [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp)
14. #USAAW17 offers many ways to encourage antibiotic prescribing & use. [https://go.usa.gov/xn4Gp](https://go.usa.gov/xn4Gp) #BeAntibioticsAware
Social Media Graphics

- Antibiotics are only needed for treating certain infections caused by bacteria.

- Antibiotics aren’t always the answer. Everyone can help improve antibiotic prescribing and use.

- An antibiotic will not make you feel better if you have a virus.

- Viruses or Bacteria? What’s got you sick?

- At least 80 million antibiotic prescriptions each year are unnecessary.

GIFs
Twitter Chat

- **How to participate:** Join CDC and fellow antibiotic use stakeholders for the global #AntibioticResistance Twitter chat on Thursday, November 16 from 1-3 pm EST. Use the following posts to promote the event to your network. Remember to use #AntibioticResistance in every post!

Save the Date

#AntibioticResistance Twitter chat on November 16 from 1-3 pm EST

Twibbon and Thunderclap Campaign

**Twibbon**

CDC will launch a *Be Antibiotics Aware Twibbon campaign* on Monday, November 13, to make it easy for social media users to demonstrate their support. Twibbon is a microsite that will allow anyone to add a *Be Antibiotics Aware* frame to their Twitter and Facebook profile and cover images.

**Facebook Profile Frame**

Let your Facebook followers know that you support *Be Antibiotics Aware* by adding a frame to your profile picture and Facebook stories. Access the Facebook frame here: [https://twibbon.com/support/be-antibiotics-aware](https://twibbon.com/support/be-antibiotics-aware).
Thunderclap

CDC will also launch a Be Antibiotics Aware Thunderclap campaign on Monday, November 13 at 12 PM ET. Thunderclap helps amplify social media messages by rallying partners and friends to share the same message at the same time through Facebook, Twitter, and Tumblr, so that it cannot be ignored. Think of it as an "online flash mob."

The message goes out on November 13 at 12 PM ET! Show your support for appropriate antibiotic prescribing and use by joining the Thunderclap.
“The Right Tool” Public Service Announcements

- **How to use:** Share these “The Right Tool” Public Service Announcements (PSAs) to spread the word about *Be Antibiotics Aware* by using antibiotics only when needed. Make sure antibiotics are the right tool for the job! The PSAs are free to use in any communications channel.

  - The Right Tool :30 TV PSA
  - The Right Tool :15 TV PSA
  - The Right Tool Print PSA
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Educational Materials
Print materials and video.

For Consumers
Antibiotics Aren’t Always the Answer Brochure

Fact Sheets
Viruses or Bacteria, What’s Got You Sick? Chart

<table>
<thead>
<tr>
<th>Common Condition</th>
<th>Common Cause</th>
<th>Antibiotics Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cold/Cough</td>
<td>Viruses or Bacteria</td>
<td>Yes</td>
</tr>
<tr>
<td>Earache</td>
<td>Bacteria</td>
<td>Yes</td>
</tr>
<tr>
<td>Strep Throat</td>
<td>Bacteria or Virus</td>
<td>Yes</td>
</tr>
<tr>
<td>Sinus Infection</td>
<td>Bacteria or Virus</td>
<td>Yes</td>
</tr>
<tr>
<td>Middle ear infection</td>
<td>Bacteria or Virus</td>
<td>Yes</td>
</tr>
<tr>
<td>Tracheitis/tube cough</td>
<td>Bacteria or Virus</td>
<td>Yes for adults</td>
</tr>
<tr>
<td>Common cold/hangover</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Sore throat (except adult)</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Flu</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Antibiotics Aren’t Always the Answer Animated Video

Antibiotics Aren’t Always the Answer Animated Video
For Healthcare Professionals
Do You Need Antibiotics? Poster for Waiting Areas/Exam Rooms

8 WAYS TO BE ANTIBIOTICS AWARE

1.Antibiotics cure illnesses, but they aren't always the answer when you're sick.
2. Antibiotics do not work on viruses.
3. Antibiotics are only needed for treating certain infections caused by bacteria.
4. An antibiotic will NOT cure a cold or flu.
5. Only take antibiotics that you have been prescribed.
6. Taking antibiotics when you don't need them can be dangerous.
7. If you need antibiotics, take them exactly as prescribed.
8. Stay healthy by handwashing, cover coughs, and get vaccinated, for the flu, for example.

To learn more about antibiotic prescribing and use, visit www.cdc.gov/antibiotic-use.

Be Antibiotics Aware Stickers
Be Antibiotics Aware Static Counter and Window Clings

Antibiotics aren’t always the answer when you’re sick. Ask your doctor how you can feel better.

For more information on antibiotic prescribing and use, visit www.cdc.gov/antibiotic-use.

A Commitment to Our Patients Regarding Antibiotics Poster

Antibiotics work best when infections caused by bacteria. Like all drugs, they can be too much and should only be used when necessary. Taking antibiotics when you’re not sick can make it more likely that you will be treated and the antibiotic becomes less effective in fighting a virus infection or for allergies.

Antibiotics do not work against viruses, which is important to know. Antibiotics are ineffective against viruses, which is important to know.

Antibiotics do not work against viruses, which is important to know.

How can you help? When you have a cough, sore throat, or other illnesses, tell your doctor you are not an antibiotic of antibiotic resistance if you are not prescribed an antibiotic. Here’s what you can do to help antibiotics get used: Your health is important to us. As your healthcare provider, we strive to prescribe the right antibiotic, reduce the risk of antibiotic resistance and ensure that it is prescribed for the right patients. If you have questions, please feel free to ask us. To learn more about antibiotics, please visit www.cdc.gov/antibiotic-use.
Additional CDC Resources

Sepsis Resources
- [Get Ahead of Sepsis](#) educational effort (NEW)

Stewardship Report
- [Antibiotic Use in the United States, 2017: Progress and Opportunities](#)

Core Elements
- Antibiotic Stewardship Core Elements at Small and Critical Access Hospitals
BEANTIBIOTICS AWARE
SMART USE, BEST CARE

www.cdc.gov/antibiotic-use