

Summary of Get Smart about Antibiotics Week in Minnesota, November 16-22, 2015

Activities

Gubernatorial proclamation

- Collaborated with governor's office to release a gubernatorial proclamation to declare Get Smart about Antibiotics Week in Minnesota (see Appendix 1)

Press release

- Released a Minnesota Department of Health press release "Public health leaders align to fight antibiotic resistance, Gov. Dayton declares Get Smart Know When Antibiotic Work Week in Minnesota": <http://www.health.state.mn.us/news/pressrel/2015/antibiotic111615.html>

Radio and newspaper

- Coordinated a Minnesota Public Radio segment "Dr. Hallberg's Picture of Health: The essentials of antibiotic resistance": <http://www.mprnews.org/story/2015/10/12/hallbergs-picture-of-health>
- Published an Op-Ed in the state newspaper Star Tribune authored by the Commissioner of Health Dr. Ed Ehilnger "Pay attention to the overuse of antibiotics": <http://www.startribune.com/pay-attention-to-the-overuse-of-antibiotics/351205231/>

Social media messaging

- Released daily facebook posts and twitter tweets including promoted ads
- Participated in global #AntibioticResistance twitter chat
- Summarized reach data by post – see below

Other public outreach

- "High school space": Included score board-like video educational messaging at high school sport games across in Minnesota (see Appendix 3)

Healthcare provider outreach

- Collaborated with the Center for Inter-professional Health Students to host a student event at the University of Minnesota including a screening of the documentary film "Resistance" & expert panel discussion including subject matter experts in human and animal health (see Appendix 2)
- Sent an Get Smart email update to relevant healthcare provider listservs including a developed survey (see Appendix 4)
- Distributed Get Smart educational materials at the Emerging Infections in Clinical Practice and Public Health conference in Minnesota

Social media and website reach

Table 1. Facebook analytics during Get Smart about Antibiotics Week, November 16-22, 2015

Minnesota Department of Health facebook post	Number of people reached	Number of likes	Number of comments
PROMOTED PLEDGE Antibiotics fight bacteria, not viruses like a cold or flu. Taking antibiotics for infections caused by viruses is creating drug resistant bacteria. Like this post to pledge that you will learn more about infections that can be treated by antibiotics and only take them if your doctor prescribes them. http://www.cdc.gov/getsmart/community/index.html	32,574	747	34
Find out the 6 things Commissioner Ehlinger says YOU can do to help stop antibiotic resistance. #SaveAbx	1,815	21	0
Here's what you can do to prevent antibiotic resistance. (Hint: Don't take antibiotics for a cold or the flu!) #SaveAbx <WHO video link>	1,019	9	1
Think you know the facts about antibiotics and antibiotic resistance? Test your knowledge with this quick quiz from the CDC. Tell us how you did in the comments!	972	12	6
Meet Addie. She was an active and healthy 11-year-old until she got sick with antibiotic-resistant infections. Addie and her mom know how important it is to fight antibiotic resistance. This is Addie's story... #SaveAbx	893	0	0
News Release: State health officials are asking Minnesota residents to "Get Smart" about antibiotics in order to keep them working to fight serious bacterial infections.	572	19	8

Table 2. Twitter analytics during Get Smart about Antibiotics Week, November 16-22, 2015

Minnesota Department of Health tweet	Number who saw tweet
Pay attention to the overuse of antibiotics, by Com Ehlinger <link> @eehlinger #SaveAbx	1,876
What can YOU do to fight antibiotic resistance? For starters, wash your hands regularly. <link>	1,827
MDH is committed to helping healthcare providers use antibiotics responsibly! <link> @CDCgov	1,775
Everyone has a role to play in #AntibioticResistance. Retweet to show your support! <link> @CDCgov	1,692
We help healthcare facilities in MN with NSHN enrollment. For help <link> #AntibioticResistance	1,535
Addie was a healthy kid until she got an antibiotic-resistant infection. Here's her story: <link>	1,477
Up to 50% of prescribed antibiotics aren't needed. It's time to get smart! More at <link> #SaveAbx	1,473
MDH News Release: Public health leaders align to fight antibiotic resistance <link>	1,399

We're joining the global chat this Wed from 1-3pm. Tweet us with any questions #AntibioticResistance in MN! <link>	976
A quick video from @WHO showing what YOU can do to help stop antibiotic resistance <link> #SaveAbx	939
Think you know the facts about antibiotic resistance? Test your knowledge with CDC's quiz <link> #SaveAbx @CDCgov	868
Antibiotics fight bacteria, not viruses like a cold. Learn more by joining us in the CDC's antibiotic resistance chat, 1-3pm today. #SaveAbx	789

Table 3. Minnesota Department of Health (MDH) website analytics in 2014 and 2015

MDH antibiotic use/resistance-related website pages	Oct 20-26, 2014	Nov 17-23, 2014	Oct 19-25, 2015	Nov 16-22, 2015*
All page views	77	117	252	398
Unique page views	60	87	157	229

*Get Smart about Antibiotics Week



STATE of MINNESOTA

Proclamation

- WHEREAS: The State of Minnesota seeks to protect, maintain, and improve the health of all Minnesotans; and
- WHEREAS: Antibiotics are a critical weapon against infectious bacterial diseases that can harm people of all ages and backgrounds; and
- WHEREAS: Extensive, and often inappropriate, use of antibiotics has resulted in the development of antibiotic resistance which has threatened the ability of healthcare providers to fight infectious diseases; and
- WHEREAS: Antibiotic resistance has become a key threat to health in the United States, causing more than two million illnesses and at least 23,000 deaths each year; and
- WHEREAS: Appropriate use of antibiotics is a key solution to addressing the threat of antibiotic resistance; and
- WHEREAS: Comprehensive education about antibiotics can facilitate a shift in the mindset and practices of healthcare workers and the general public, contributing to greater consistency in appropriate prescribing methods and uses of antibiotics; and
- WHEREAS: The Minnesota Department of Health is partnering with the U.S. Centers for Disease Control and Prevention, physician organizations, health plans, local public health organizations and consumer groups to educate health professionals and consumers about the appropriate use of antibiotics.

NOW, THEREFORE, I, MARK DAYTON, Governor of Minnesota, do hereby proclaim the week of November 16-22, 2015, as:

GET SMART – KNOW WHEN
ANTIBIOTICS WORK WEEK

in the State of Minnesota.

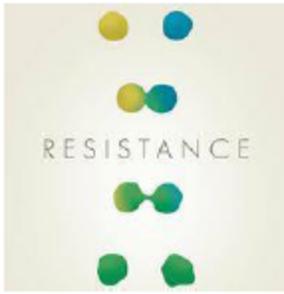


Steve Pimm
SECRETARY OF STATE

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 9th day of November.

Mark Dayton
GOVERNOR

THE THREAT OF ANTIBIOTIC RESISTANCE: A FILM SCREENING AND PANEL



You're invited to a screening of
"Resistance" and panel discussion
about saving antibiotics for future
therapy by reducing inappropriate use.

NOVEMBER 16, 2015 AT 6:00 PM

Screen the film "Resistance" then join the panel discussion afterwards with Dr. Ruth Lynfield (State Epidemiologist and Medical Director at the Minnesota Department of Health and an Adjunct Professor of Medicine), Dr. Gregory A. Filice (Chief of the VA Infectious Disease Section and a Professor of Medicine, Adjunct Professor of Epidemiology & Community Health in the School of Public Health), Dr. Kimberly Boeser (Infectious Diseases Clinical Pharmacy Specialist and Antimicrobial Stewardship Team Coordinator and an Assistant Clinical Professor at the University of Minnesota), and Dr. William Hueston (Professor in the College of Veterinary Medicine and the School of Public Health, Chair of the Global Initiative for Food Systems Leadership).

This is a FREE event & refreshments will be provided.

**Monday,
November 16**

6:00 PM

Moos 2-650

Please RSVP by November 13

RSVP here: <http://bit.ly/1MLdCu3>

or scan QR code



Co-sponsored by the CHIP Student Center, The Minnesota Department of Health, and the Microbiota in Health and Medicine Interest Group.



This event is part of Get Smart about Antibiotics Week:
<http://www.cdc.gov/getsmart/week/overview.html>

Appendix 3. High school space educational messaging during Get Smart about Antibiotics Week



Get Smart about Antibiotics Week!

Each year in the United States, at least two million people fall ill and 23,000 people die from infections caused by antibiotic-resistant bacteria. The discovery of antibiotics was one of the greatest medical achievements of the twentieth century. However, inappropriate use of these drugs has led to increased antibiotic resistance in bacteria. To encourage Minnesotans to use antibiotics wisely and halt the continuing rise of resistant infections, Governor Mark Dayton has proclaimed Nov. 16-22 as Get Smart about Antibiotics week in Minnesota as part of a national campaign by Centers for Disease Control and Prevention. Learn more about appropriate antibiotic use and available resources at:

<http://www.cdc.gov/getsmart/>

We need your help!

In light of Get Smart about Antibiotics Week, the Minnesota Department of Health (MDH) is trying to learn more about existing activities in Minnesota to promote the optimal use of antibiotics, the resources needed, and what MDH can do to better support your efforts. Please complete a very short, eight question, anonymous survey AND share with other team members working on antibiotic issues.

Click on the link below to complete the survey.

[<<Link>>](#)

Thank you for your partnership in keeping antibiotics effective!

