

Dear Colleagues,

The Arizona Department of Health Services (ADHS) Healthcare-Associated Infections (HAI) Program will be participating in the 2015 Get Smart About Antibiotics week. Get Smart About Antibiotics Week is an annual one-week observance to raise awareness of the threat of antibiotic resistance and the importance of appropriate antibiotic prescribing and use. During this week, from November 16-22, we hope to engage relevant stakeholders concerning antibiotic stewardship in the outpatient, inpatient and animal health settings.

CDC will host a live Twitter chat on Wednesday, Nov. 18, from 2-4 p.m. EST with CDC Director, Dr. Tom Frieden. We hope that you can take part in this important conversation with antibiotic resistance partners and experts worldwide. ADHS will also provide educational information via our Twitter and Facebook page throughout the week.

Get Smart Week partners are encouraged to share relevant appropriate antibiotic use messages and focus on the appropriate use of antibiotics throughout the week. What can you do to prepare? Follow these 8 quick steps to make sure you're ready for Monday's kickoff!

1. Check out our promotional toolkit (attached).
  - The toolkit includes key messages, a customizable press release, and social media content.
2. Use #GetSmartWeek.
  - Show off your activities by using the hashtag in your social media posts throughout the week.
3. Join the global Twitter chat on Wednesday, Nov. 18 from 2-4 p.m. EST.
  - Participate with #AntibioticResistance. Follow [@CDCgov](#) and [@DrFriedenCDC](#).
4. Share our new educational factsheets!
  - Post the factsheets about proper antibiotic use and prescribing to your websites, share on social media, or print for your audiences. [Find them here.](#)
5. Commit to antibiotic stewardship.
  - Join other leaders and tell us how your organization is improving antibiotic use and prescribing. [Learn more here.](#)
6. Become an official Get Smart Week partner.
  - Email [getsmart@cdc.gov](mailto:getsmart@cdc.gov).
7. Participate in other international activities.
  - Learn about WHO's first [World Antibiotic Awareness Week](#), [European Antibiotic Awareness Day](#) (Nov. 18), and visit [Arizona's HAI Antimicrobial Stewardship Subcommittee Webpage](#)
8. Keep track!
  - Make note of your activities and who you engage with throughout the week so that we can measure our global impact!

This is an exceptional opportunity to raise awareness of the threat of antibiotic resistance and the importance of preserving the power of antibiotics! Please let us know if there are any questions or concerns.