

U.S. Antibiotic Awareness Week (USAAW) 2021

Be Antibiotics Aware (BAA) Partner Call



Vanessa Iheanachor, MSPH
Health Communication Specialist
Division of Healthcare Quality Promotion

Thursday, October 21, 2021
1-2pm EST

Agenda

- Why participate in USAAW?
- New & Updated CDC Resources & Data
- CDC Events: Webinars
- CDC USAAW activities and how you can get involved
- CDC's *Be Antibiotics Aware* Partner Toolkit
- Share your organization's USAAW activities
- Questions



**BE
ANTIBIOTICS
AWARE**
SMART USE, BEST CARE

**U.S. ANTIBIOTIC
AWARENESS WEEK**
November 18–24, 2021
www.cdc.gov/antibiotic-use

CS22954-A

Coronavirus (COVID-19)
Do you need antibiotics?



Antibiotics **DO NOT WORK** against the virus that causes COVID-19 and will not help you feel better.

For more information, visit www.cdc.gov/antibiotic-use or call 1-800-CDC-INFO.



Why participate in USAAW?

- USAAW is an opportunity to highlight the importance of using antibiotics appropriately to:
 - Effectively treat infections
 - Protect patients from harms caused by unnecessary and inappropriate use
 - Combat antibiotic resistance
- Antibiotic resistance is a One Health problem—the health of people is connected to the health of animals and the environment.



New & Updated CDC Resources & Data






- **Recently published data** on antibiotic use (AU) during the COVID-19 pandemic
 - **Outpatient:** [Trends in U.S. outpatient antibiotic prescriptions during the COVID-19 pandemic](#) (Published: Dec 29, 2020)
 - **Nursing Homes:** [Trends in Prescribing of Antibiotics and Drugs Investigated for COVID-19 Treatment in U.S. Nursing Home Residents During the COVID-19 Pandemic](#) (Published: March 10, 2021)
 - **Hospitals:** [Trends in Antibiotic Use in United States Hospitals During the Coronavirus Disease 2019 Pandemic](#) (Published: June 3, 2021)
- **Updated** Stewardship Report (In progress)
 - *Antibiotic Use in the United States, 2021 Update: Progress and Opportunities*
- **New** [Improving Outpatient Antibiotic Prescribing: A Toolkit for Healthcare Payers](#)
- **New** [Medscape Commentary](#)
 - *Antibiotic Prescribing and Stewardship During COVID-19: 5 Things to Know*



New & Updated CDC Resources & Data


- **New** *Be Antibiotics Aware* educational materials, for patients/families and healthcare professionals
- **Updated** Partner Toolkit
- **New** 2020 data maps
 - Core Elements of Hospital Antibiotic Stewardship Programs by State (left)
 - Outpatient Antibiotic Prescriptions by State (right)

Common Respiratory Infections
Do you need antibiotics?









Antibiotics **DO NOT WORK** against viruses that cause the common cold, most chest colds, flu, and COVID-19. Ask your healthcare professional about the best way to feel better while your body fights off the virus.

For more information, visit www.cdc.gov/antibiotic-use or call 1-800-CDC-INFO.

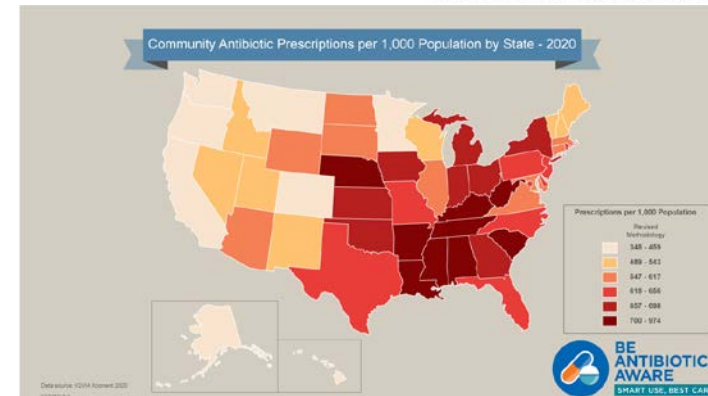
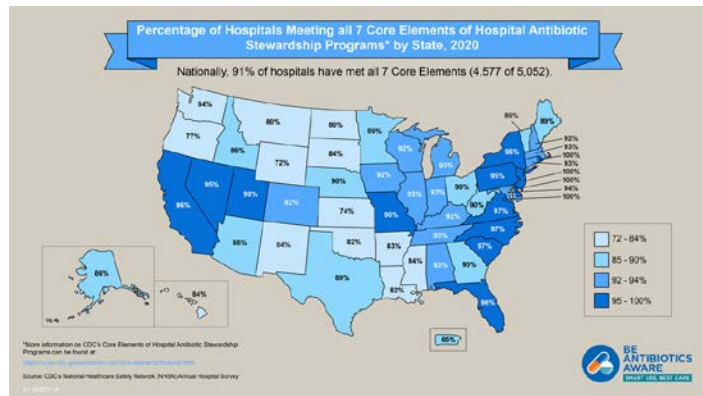


Viruses or Bacteria
What's got you sick?
Common infections in nursing homes

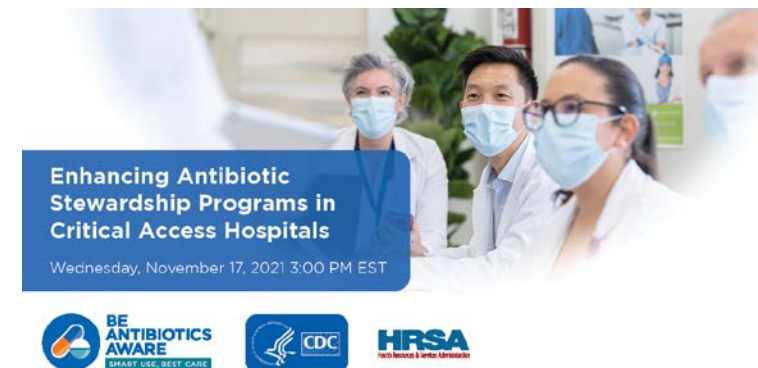
Common Respiratory Infections in Nursing Homes	Common Cause			Are Antibiotics Needed?
	Virus	Virus or Bacteria	Bacteria	
Common cold/runny nose	✓			No
Sore throat (except strep)	✓			No
COVID-19	✓			No
Flu	✓			No
Acute bronchitis/chest cold*		✓		No*
Sinus infection		✓		Maybe
Pneumonia		✓		Yes
Strep throat			✓	Yes

*Antibiotics are not needed for nursing home residents with acute bronchitis or a chest cold, unless they have chronic obstructive pulmonary disease (COPD) or other chronic lung disease.



CDC Events: Webinars

- **CDC Clinician Outreach and Communication Activity (COCA) Call**
 - **Date and Time:** Thursday, November 18, 2021, 2p-3p EST
 - **Topic:** What Clinicians, Pharmacists, and Public Health Partners Need to Know About Antibiotic Prescribing and COVID-19
 - **Speakers: Captain Lauri Hicks, DO;** Director, Office of Antibiotic Stewardship; CDC
 - **Christopher Evans, PharmD;** Healthcare Associated Infections and Antimicrobial Resistance Program; Tennessee Department of Health
 - **Payal Patel, MD, MPH;** Assistant Professor, Division of Infectious Diseases; University of Michigan Health System & Medical Director of Antimicrobial Stewardship, VA Ann Arbor Healthcare System
 - **Jeffrey Gerber, MD, PhD;** Associate Professor of Pediatrics and Epidemiology, University of Pennsylvania School of Medicine & Division of Infectious Diseases, Children's Hospital of Philadelphia
- **CDC/HRSA Federal Office of Rural Health Policy**
 - **Date and Time:** Wednesday, November 17, 2021, 3-4pm EST
 - **Topic:** Enhancing Antibiotic Stewardship Programs in Critical Access Hospitals
 - **Speakers:** TBD



CDC USAAW Activities

- [Social Media/Global Twitter Storm](#)
 - Thursday, November 18 at 10am EST
 - #AntibioticResistance and #WAAW
- [Safe Healthcare Blog](#)
- Adobe Campaign (AC) E-mail blasts
 - [Join our listserv](#) to get the latest from CDC!
- [CDC.gov Feature](#) on improving antibiotic prescribing and use
- CDC-INFO on hold message/recording
- State of Maine Health Department Podcast
 - *Enhancing Antibiotic Stewardship Programs in Acute and Long-Term Care Settings*



How can you get involved?

- Download, share, and distribute *Be Antibiotics Aware* educational materials, for [patients/families](#) and [healthcare professionals](#)
- Use social media to spark conversation on Facebook, Twitter, Instagram, and LinkedIn
 - Follow [@cdcgov](#), [@cdc_nceid](#), [@CDC_AR](#), [Facebook](#), [Instagram](#), & [LinkedIn](#)
 - Use our [graphics and videos](#) to complement your posts
 - Use the official hashtags:
 - **#BeAntibioticsAware** for the campaign
 - **#USA AW21** for the observance week
 - **#WAAW** and **#AntibioticResistance** for the Global Twitter Storm
- Join the Global Twitter Storm on Thursday, November 18 from 10-11am EST
 - Use **#WAAW** and **#AntibioticResistance** official hashtags!
 - Start the Twitter Storm with the following Tweet:
 - **#AntibioticResistance** is still a **#PublicHealth** threat during the **#COVID19** pandemic. CDC experts are closely monitoring the possible effects of COVID-19 on the national state of AR & antibiotic use. Read more: <https://bit.ly/3uSIstV> **#WAAW21**

Viruses or Bacteria What's got you sick?

Common Respiratory Infections	Common Cause			Are Antibiotics Needed?
	Virus	Virus or Bacteria	Bacteria	
Common cold/runny nose	✓			No
Sore throat (except strep)	✓			No
COVID-19	✓			No
Flu	✓			No
Bronchitis/chest cold (in otherwise healthy children and adults)*		✓		No*
Middle ear infection		✓		Maybe
Sinus infection		✓		Maybe
Strep throat			✓	Yes
Whooping cough			✓	Yes

* Studies show that in otherwise healthy children and adults, antibiotics for bronchitis won't help you feel better.



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



CDC's *Be Antibiotics Aware* Partner Toolkit



**BE
ANTIBIOTICS
AWARE**

SMART USE, BEST CARE

We want to hear from you!

What are your organization's activities for USAAW?



Free Print Materials and Resources Available Online
#BeAntibioticsAware

www.cdc.gov/antibiotic-use



Questions?

Thank you!

www.cdc.gov/antibiotic-use

Email: Inu7@cdc.gov

