

#USAAW23

#AntimicrobialResistance

www.cdc.gov/DrugResistance

U.S. Antibiotic Awareness Week



November 18-24, 2023

CDC Partner Toolkit

Improve
Antibiotic Use,
Improve Health
Equity

U.S. Antibiotic Awareness Week

The discovery of penicillin 94 years ago revolutionized medicine. **Today, in U.S. doctors' offices and emergency departments, at least 28% of antibiotic courses prescribed each year are unnecessary.** While antibiotics and antifungals are important to treat infections, any time they are used they can cause side effects and contribute to the development of antimicrobial resistance (AR).

Antimicrobial resistance occurs when germs like bacteria and fungi develop the ability to defeat the drugs designed to kill them. In the U.S. alone, **more than 2.8 million antimicrobial-resistant infections occur each year, with more than 35,000 deaths resulting from these infections.** AR is an urgent threat to public health worldwide. **Preventing infections in the first place** and improving the use of antibiotics and antifungals helps keeps us healthy now, helps fight antimicrobial resistance, and ensures these life-saving drugs will be available for future generations.

Improve Antibiotic Use, Improve Health Equity



AR can affect people at any stage of life and is an issue across One Health. One Health is an approach that recognizes that the health of people is closely connected to the health of animals and plants and their shared environment. Many risks for antimicrobial-resistant infections are tied to social determinants of health - where you live, environmental exposures, how often you engage with health care, quality of care received, and socioeconomic and other factors that contribute to disparities in health outcomes.

The COVID-19 pandemic pushed back years of progress made combating antimicrobial resistance in the U.S., resulting in more resistant infections, increased antibiotic use, and less data and prevention actions.

Every year CDC honors **U.S. Antibiotic Awareness Week** (USA AW) to raise awareness and share information on the importance of improving antibiotic and antifungal use. Everyone has a role in combating AR, and we look forward to collaborating with you in these efforts! **This toolkit provides resources you can use, including key messages, social media content, and other informational materials.**

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HOW TO PARTICIPATE IN USAAW

Go Purple for USAAW

CDC is asking participants—individuals, organizations, and communities—to “Go Purple” to show your support for improving the use of antibiotics and antifungals by using purple as a visual cue. During USAAW, use purple to represent the diverse people, industries, organizations, and communities affected by AR and whose actions have the power to address AR.

Go Purple for USAAW by:

- Wearing purple
- Lighting up buildings and landmarks in purple for the week
- Bringing purple to your online presence
 - Sharing your purple pictures on your social media, tagging **#AntimicrobialResistance** or **#USA AW23**
 - Highlighting USAAW on your website
- Reaching out through your network and encourage others to participate!

Join the Conversation on Social Media

Help spread the word with family, friends, and colleagues so they can also get involved. Follow [@CDC_AR](https://twitter.com/CDC_AR), engage throughout the week, and jump into X (formerly Twitter) chats using **#AntimicrobialResistance**, **#USA AW23**, or **#WAAW**.



Tuesday, November 14, 8-9 p.m. EST – Use **#AbxEquity** and **#USA AW23** to join a live chat on optimal antibiotic use and health equity with:

- [Society of Infectious Diseases Pharmacists](#)
- [CDC’s Antimicrobial Resistance Coordination and Strategy Unit](#)
- [The Society for Healthcare Epidemiology of America](#)
- [American College of Clinical Pharmacy Infectious Diseases Practice and Research](#)

Thursday, November 16, Global X (formerly Twitter) Storm, 10-11a.m. EST – Join [@CDC_AR](https://twitter.com/CDC_AR) in sharing messages about improving antibiotic use and combating antimicrobial resistance, using **#AntimicrobialResistance** and **#WAAW**.

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KEY MESSAGES

- Individuals, organizations, and communities are invited to participate in **U.S. Antibiotic Awareness Week November 18-24, 2023**, helping to raise awareness of the importance of addressing antibiotic and antifungal use, preventing infections in the first place, and combating antimicrobial resistance to help address health inequities. Health inequities resulting from less-than-optimal antibiotic or antifungal prescribing practices may impact health outcomes, resulting in an increase in antimicrobial resistance or antibiotic- or antifungal-associated adverse events in some populations.
- **Antibiotics and antifungals are valuable tools** for treating infections, but any antibiotic or antifungal use—for people, animals, or plants—can contribute to antimicrobial resistance.
- **CDC is committed to incorporating health equity science into antibiotic stewardship** program research and activities to ensure that antibiotic prescribing is optimized for all patients, in all healthcare settings, and across all regions of the United States. Clinician antibiotic prescribing behavior varies by clinician and patient demographic characteristics (e.g., race and ethnicity, sex, age, etc.), highlighting a need for stewardship activities that improve antibiotic prescribing practices and incorporate a health equity focus. These findings emphasize the importance of integrating health equity into antibiotic stewardship policies, practices, and research. CDC is providing funding to every state health department for an antibiotic stewardship expert to ensure that every region has access to antibiotic stewardship expertise. CDC is incorporating health equity objectives and variables into its antibiotic research.
- **Everyone has a role in combating AR.** Working together, we must improve use of antibiotics and antifungals and invest in prevention actions across One Health—recognizing the connection between the health of people is closely connected to the health of animals and plants and their shared environment. Preventing infections from happening in the first place is one of the best ways to improve antibiotic and antifungal use and protect populations who are disproportionately affected by antimicrobial resistance.
- **Antimicrobial resistance is a global public health threat.** It has the potential to affect people at any stage of life and is an issue across One Health. It affects our healthcare, veterinary, and agriculture industries, making it one of the world's most urgent public health problems. Many risk factors for antimicrobial-resistant infections are tied to social determinants of health - where you live, environmental exposures, how often you engage with health care, quality of care received, and socioeconomic and other factors that contribute to disparities in health outcomes.

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- **Antimicrobial-resistant infections** disproportionately impact young children, people who are pregnant, men who have sex with men, and people that have historically experienced greater obstacles based on their racial or ethnic group.
- **Rates of AR have been increasing worldwide.** Data on AR in low- and middle-income countries (LMICs) are sparse. However, a recently published [Clinical Infectious Diseases supplement](#) revealed alarmingly high levels of AR in hospitals and communities in some LMICs even before the COVID-19 pandemic. The supplement also showed increased antibiotic use, rapid spread of antimicrobial-resistant genes in hospitals, and high numbers of resistant infections in several countries during the pandemic. Factors such as the use of antibiotics and antifungals, access to clean water and adequate sanitation, vaccination coverage, and access to quality health care can impact the amount of resistance and number of infections worldwide.
- **Antimicrobial-resistant germs will continue to change and adapt,** even against new antibiotic and antifungal drugs. There are simple prevention actions we can take to help slow their development and spread while preserving the powerful antibiotics and antifungals we have available today. No one can completely avoid getting an infection, but you can reduce your risk:
 - Keep your hands clean by washing or using hand sanitizer that contains at least 60% alcohol to help stop germs from spreading.
 - Stay up to date on recommended vaccines to help prevent infections, slow resistance, and reduce antibiotic and antifungal use.
 - Ask your healthcare provider or veterinarian about the best treatment when you, your family, or an animal is sick. Antibiotics and antifungals aren't always the answer.
 - Prepare food safely to avoid foodborne infections. Clean your hands, utensils, and surfaces. Separate raw meat from other foods. Cook foods to safe temperatures. Chill foods promptly.

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SOCIAL MEDIA MESSAGES

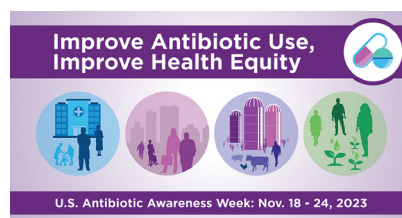
- Join U.S. Antibiotic Awareness Week Nov. 18-24. Show support & wear purple. Do your best to stay healthy & keep others healthy. Stopping infections from happening in the first place helps reduce #antibiotic use & fights #AntimicrobialResistance. <https://bit.ly/3ZCDi4k> #USA AW23
- #Antibiotics and #antifungals are powerful tools to fight infections, but they can also cause side effects and contribute to #AntimicrobialResistance. This #USA AW23, learn how to reduce your risk of getting an infection. <https://bit.ly/3LvFnJz>
- #Antibiotics do not work for viruses, like #flu, respiratory syncytial virus (#RSV), or #COVID19. Other medications, like antivirals, can treat viruses. Ask your HCP about the best way to feel better: <https://bit.ly/3mWYGyv> #BeAntibioticsAware #AntimicrobialResistance

SOCIAL MEDIA GRAPHICS

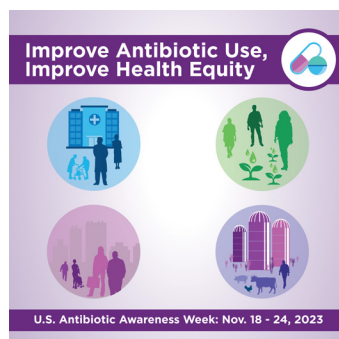
Below are free graphics for download and sharing on social media channels



[USA AW 2023 Facebook Graphic](#)



[USA AW 2023 LinkedIn Graphic](#)



[USA AW 2023 Instagram Graphic](#)



[USA AW 2023 Twitter Graphic](#)

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KNOW THE FACTS ABOUT ANTIBIOTIC AND ANTIFUNGAL USE

FACT:

Antimicrobial resistance (AR) can affect people at any stage of life and is an issue across One Health—recognizing the connection between the health of people is closely connected to the health of animals and plants and their shared environment. Many risks for antimicrobial-resistant infections are tied to social determinants of health - where you live, environmental exposures, how often you engage with health care, quality of care received, and socioeconomic and other factors that contribute to disparities in health outcomes.

FACT:

Antibiotics DO NOT work on viruses, including those that cause colds, flu, Respiratory Syncytial Virus (RSV), or COVID-19.

FACT:

Antibiotics are used to kill bacteria and antifungals are used to kill fungi. Antimicrobial resistance means the germ causing an infection has become resistant to the antibiotic or antifungal treatment. Antimicrobial-resistant infections can be difficult, and sometimes impossible, to treat.

FACT:

Taking an antibiotic or antifungal when you don't need one won't help you feel better, and the side effects could still cause harm. Work with your healthcare provider or veterinarian to find the best treatment when you, your family, or an animal is sick. Antibiotics and antifungals aren't always the answer.

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KNOW THE FACTS ABOUT ANTIBIOTIC AND ANTIFUNGAL USE

FACT:

Antibiotics and antifungals can save lives but can also cause harm. When prescribed, take antibiotics and antifungals exactly as directed. Don't share your antibiotics or antifungals with others or save them for later. Don't take antibiotics and antifungals prescribed for someone else. Taking the right drug at the right time helps combat antimicrobial resistance.

FACT:

Everyone plays a part in combating antimicrobial resistance. Germs will continue to change and adapt but prevention actions can help slow their development and spread. Wash your hands, stay up to date on recommended vaccines, prepare food safely, prevent sexually transmitted diseases, and only use antibiotics and antifungals as prescribed by your healthcare provider.

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STAY INFORMED

USA AW happens once a year, but we can work together all year to fight AR, take steps to prevent infections, and improve antibiotic and antifungal use.

Follow CDC on Social Media:

X (Formally known as Twitter):

[@CDC_AR](#), [@CDCgov](#),
[@CDCDirector](#), [@CDCGlobal](#),
[@CDC_NCEZID](#)

Facebook:

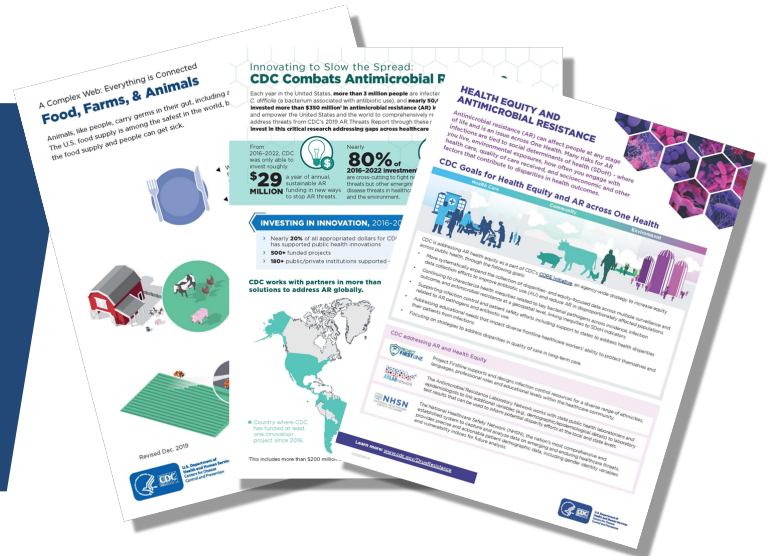
[CDC](#)

LinkedIn:

[Centers for Disease Control and Prevention](#)

Instagram:

[@CDCgov](#), [@CDCGlobal](#)



Visit CDC's Websites:

- [Antimicrobial Resistance](#)
- [Antibiotic Prescribing and Use](#)
- [Be Antibiotics Aware campaign](#)
- [Antimicrobial Resistance and Health Equity](#)
- [AMR Exchange: Experts Discuss Reducing Health Disparities by Improving Antibiotic Use](#)
- [Antibiotic and Antifungal Resistance | CDC](#)
- [CDC Health Equity](#)
- [Get Ahead of Sepsis campaign](#)
- [International Infection Control Program](#)
- [Find more CDC websites on One Health topics](#)

Sign Up for CDC's Newsletter:

[Sign-up for our newsletter](#) to receive the latest information from the CDC about antimicrobial resistance.

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Thank you for your participation