

Get Smart About Antibiotics Week
Partner Toolkit



Get Smart About Antibiotics Week 2016

Partner Toolkit

Colleagues:

Thank you for supporting 2016 Get Smart About Antibiotics Week. Strong support from our partners is an integral part of moving the needle on antibiotic resistance, improving patient safety and preserving the power of antibiotics. **In 2015, CDC and its partners successfully promoted appropriate antibiotic use and prescribing and made millions of impressions.** We look forward to making this year's Get Smart Week the best one yet and are thankful for your participation!

We invite our Get Smart About Antibiotics Week partners to participate in our Twitter chat and Thunderclap and to share social media messages about appropriate antibiotic use throughout the week. We have developed a suite of resources to support your organization's participation in Get Smart Week 2016.

*indicates "coming soon"

This toolkit contains:

- Key messages for Get Smart Week 2016
- Thunderclap activity information and how-to guide
- Global #AntibioticResistance Twitter chat ideas
 - Tweets for partners to use for promotion
 - Sneak peek at questions CDC will ask during the chat
- #AntibioticResistance Twitter chat and #AntibioticSmart Thunderclap invitation for partners to send to their networks
- Get Smart Week 2016 badge
- Brand new fact sheets
- New and updated prescription pads for healthcare providers to use with patients*
- New antibiotic quiz widget
- Get Smart Week Evaluation Form
- Links to additional resources

We also encourage you to share your activities on the [Get Smart Week website](#) and see what other organizations are doing to observe Get Smart Week. You can even link directly from your social media pages to your activities to promote your events!

Finally, we ask that you track the impressions or reach of your activities and share those metrics with us (in the evaluation form included) to help us understand the week's overall impact. Our team will follow up with you after Get Smart Week to collect this information.

Thanks again for your commitment to improving antibiotic use and preventing antibiotic resistance!

All the best,

Lauri A. Hicks, DO
CAPT USPHS
Director, Office of Antibiotic Stewardship
Medical Director, Get Smart: Know When Antibiotics Work
Centers for Disease Control and Prevention
www.cdc.gov/getsmart



Get Smart About Antibiotics Week 2016

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Get Smart Week Checklist

- 1** **Review the full partner toolkit.**
Items in the partner toolkit are available for Get Smart About Antibiotics Week partners to use, post, and share with their networks.
- 2** **Become an official Get Smart Week partner.**
Become a partner and share your Get Smart Week plans [here](#).
- 3** **Use #AntibioticSmart to highlight your activities during Get Smart About Antibiotics Week.**
Feature your activities by using the hashtag in your social media posts throughout the week.
- 4** **Participate in the Get Smart About Antibiotics Week kickoff Thunderclap by Monday, Nov. 14 at 1 p.m. EST.**
Sign up with your organization's Twitter account and/or your personal Facebook and Twitter accounts to join in the inaugural #AntibioticSmart Thunderclap campaign. See page 6 for more instructions on how to participate.
- 5** **Join the global Twitter chat on Friday, Nov. 18, from 11 am-1 pm EDT.**
Participate and follow the conversation by using #AntibioticResistance. Follow @CDCgov. See pages 7-8 for more details.
- 6** **Share our brand new educational materials.**
Post the fact sheets to your websites, share on social media, or print for your audiences. Find them [here](#) or on pages 11- 12 of this document.
- 7** **Commit to antibiotic stewardship.**
Join other leaders and tell us how your organization is improving antibiotic use and prescribing. [Learn more here](#).
- 8** **Participate in other international activities.**
Learn about WHO's second annual [World Antibiotic Awareness Week](#) and the [European Antibiotic Awareness Day](#) (Nov. 18).
- 9** **Keep track!**
Make note of your activities and who you engage with throughout the week so that we can measure our global impact! Find the Get Smart Week Evaluation Form [here](#) or on page 15 of this document.

Learn more at cdc.gov/getsmart/week.



Get Smart About Antibiotics Week 2016

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Key Messages for Get Smart About Antibiotics Week

Get Smart About Antibiotics Week

- Get Smart About Antibiotics Week (Get Smart Week) is a national, annual observance intended to engage relevant stakeholders – including professional societies, advocacy groups, for-profit companies, state and local health departments, the general public, the media and others – around antibiotic stewardship in the outpatient, inpatient, and animal health settings.
- This year, Get Smart Week will be observed November 14-20, 2016.
- Get Smart Week coincides with the European Union’s Antibiotic Awareness Day (November 18) and the World Health Organization’s World Antibiotic Awareness Week.
- In addition to the United States and European Union, other countries and international organizations are participating in antibiotic awareness activities during this week, including Canada, Australia, and the Pan-American Health Organization (PAHO).

Antibiotic Resistance

- Antibiotic resistance – when bacteria stop responding to the drugs designed to kill them – is possibly the single most important infectious disease threat we face today.
 - We risk turning back the clock to a world where simple infections could kill people as they did a century ago.
- Each year, more than 2 million people in the United States get infections from germs that are resistant to antibiotics– and at least 23,000 people die as a result.
 - *C. difficile* infections – which can occur after using antibiotics – kill at least another 15,000 Americans a year.

Antibiotic Stewardship

- The single most important action to slow the development and spread of antibiotic-resistant infections is for us – every one of us – to improve the way antibiotics are prescribed and used.
- If we don’t take better care of the antibiotics we have today – if we aren’t better stewards of them – we may lose these antibiotics and the next ones that come along.
 - If we lose antibiotics, we also undermine our ability to provide organ transplants, save victims of burns and trauma, and treat patients with sepsis and cancer.
 - Antibiotics and everything they support could become obsolete.
- Antibiotic stewardship programs and interventions help ensure that patients receive antibiotics only when absolutely necessary; and when they are needed for urgent and necessary conditions like sepsis, the correct antibiotic is prescribed in a timely manner at the right dose and duration.



Get Smart About Antibiotics Week 2016

Partner Toolkit

Get Smart Week Tweets

Join the conversation and encourage your followers to be #AntibioticSmart!

Tweets
We are proud to be an #AntibioticSmart partner to fight #AntibioticResistance! Learn how you can participate: go.usa.gov/xkVDf
We have submitted our plans to support #GetSmartWeek! You can do the same. Be #AntibioticSmart: go.usa.gov/xkVDV
We have joined CDC's Be #AntibioticSmart thunderclap campaign & you can too! Join today: bit.ly/2eelqWT
We can fight #AntibioticResistance together by being #AntibioticSmart. Join CDC's thunderclap campaign to spread the word: bit.ly/2eelqWT
Be #AntibioticSmart! Implementing stewardship programs improves patient outcomes & reduces burden of resistance. go.usa.gov/xkVWQ
Most important action to slow resistance & superbugs: use antibiotic appropriately. Be #AntibioticSmart! go.usa.gov/3wCue
If we use antibiotics when they're not needed, we may not have them when they are most needed. Be #AntibioticSmart: go.usa.gov/xkVWP
Did you know? 30% of antibiotic use in outpatient settings is unnecessary or inappropriate. Be #AntibioticSmart! bit.ly/2eLtw05
#AntibioticResistance is a global threat since these infections can spread from person to person. Be #AntibioticSmart! #GetSmartWeek
#AntibioticResistance is one of world's most pressing #publichealth problems. Let's be #AntibioticSmart go.usa.gov/xkVWP #GetSmartWeek
Without antibiotics, treating #sepsis, cancer, organ transplant, & trauma patients is at risk. Be #AntibioticSmart! #GetSmartWeek
Parents: Know when #antibiotics work and when they don't to protect your kids. Be #AntibioticSmart: go.usa.gov/xkVWy #GetSmartWeek
Learn 6 Smart Facts about #Antibiotic Use, info on when they are and aren't necessary. Be #AntibioticSmart! #GetSmartWeek [download & attach image: http://go.usa.gov/3XgtQ]
When we misuse antibiotics, we help bacteria find ways to resist them faster. Be #AntibioticSmart! go.usa.gov/xkVWP #GetSmartWeek
Providers: Don't use antibiotics for viral infections! Instead, suggest symptom relief. Be #AntibioticSmart! #GetSmartWeek
Remind your family & community: Antibiotics only treat bacterial infections, not colds or flu. Be #AntibioticSmart! #GetSmartWeek
Providers: Get cultures, know local resistance patterns, follow hand hygiene. go.usa.gov/xkd8v #AntibioticSmart #GetSmartWeek
Appropriate use means patients get the right antibiotics at the right time for the right duration. #AntibioticSmart #GetSmartWeek
Be #AntibioticSmart! Learn when antibiotics are necessary and should be given urgently. #sepsis #AntibioticResistance
Use antibiotics for urgent & necessary conditions like #sepsis, pneumonia, meningitis, bloodstream infections. #AntibioticResistance



Get Smart About Antibiotics Week 2016

Partner Toolkit

Be #AntibioticSmart Thunderclap

The CDC will launch a Thunderclap campaign on **November 14th at 1 pm EDT** to kick off Get Smart About Antibiotics Week. 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 @CDC_NCEZID Twitter account is hosting the #AntibioticSmart Thunderclap initiative, and you can join with this link: <http://thndr.me/B6puNT>. Last call to sign up is November 14th at 12:59 pm EDT — but we encourage you to sign up now while you're thinking about it!

Thunderclap message: "Know when you need antibiotics and when you don't. Together we can fight antibiotic resistance. Be #AntibioticSmart. <http://thndr.me/sP4vcy>"

Follow these easy steps to participate in the #AntibioticSmart Thunderclap:

- On the #AntibioticSmart Thunderclap [campaign page](#), you will be asked to participate using your Facebook or Twitter account.
 - If you are participating as an organization, please use your organization's Twitter account.
 - If you choose to participate from your personal account(s), use your personal Facebook and/or Twitter account.
- Once you have selected which social media channel(s) you will use to participate, Thunderclap will prompt you to authorize the platform to access that social media account on November 14th. This authorization allows Thunderclap to send out the designated, one-time message on **November 14th at 1 pm EDT**. This authorization also includes the Friend List permission which allows Thunderclap to count your *friends* or *followers*. This is just to calculate the reach of the campaign; Thunderclap will not contact them.
- After this one-time post, Thunderclap will not post any additional messages, nor will the platform be able to access your account. For answers to *Frequently Asked Questions*, visit: <https://www.thunderclap.it/fag>.
- If you have any other questions about the #AntibioticSmart Thunderclap campaign, please email us at: getsmart@cdc.gov.

Here are ways you can help us spread the message even further:

1. Share the Thunderclap information with your friends and followers and encourage them to do the same.
2. Watch on November 14th as Get Smart Week partners and participants proclaim in unison their support for appropriate antibiotic use.
3. Continue the conversation on November 18th from 11 am-1 pm EDT by joining the global #AntibioticResistance Twitter chat.



Get Smart About Antibiotics Week 2016

Partner Toolkit

Global #AntibioticResistance Twitter Chat

Promotional Tweets

We hope you'll join us for the global #AntibioticResistance Twitter chat on Friday, November 18. CDC will be participating from 11 am-1 pm EDT. Feel free to use some of the following tweets to promote the event to your network of followers – and remember to use #antibioticresistance in every tweet!

Tweets
#Antibiotic stewardship lowers healthcare costs & improves patient outcomes. Join a global #AntibioticResistance chat on 11/18 at 11am ET.
Providers, learn how #antibiotic stewardship can protect your patients! Join CDC's #AntibioticResistance chat on 11/18 at 11am ET.
30% of antibiotic use in outpatient settings is unnecessary. CDC's #AntibioticResistance chat discusses solutions: 11/18 at 11am ET.
Join CDC's #AntibioticResistance chat on superbugs (drug-resistant bacteria) by following @CDCgov on 11/18 at 11am ET.
Learn how providers can improve #abx prescribing practices. Use #AntibioticResistance to chat on 11/18 at 11am ET. Follow @CDCgov
Urgent health threat #drugresistance jeopardizes modern medicine. Learn what you can do 11/18 at 11am ET. Use #AntibioticResistance
How we use antibiotics today directly impacts how effective they will be tomorrow. Join global #AntibioticResistance chat 11/18 at 11am ET.
Did you know? Misusing antibiotics can threaten patient safety. Learn more at our chat on 11/18 at 11am ET. Use #AntibioticResistance
What does appropriate use of antibiotics mean? Learn more by tuning into CDC's #AntibioticResistance chat tomorrow. Follow @CDCgov
Let's be #AntibioticSmart! Today's chat starts at 11 am ET. Use #AntibioticResistance and follow @CDCgov
Be #AntibioticSmart! Follow #AntibioticResistance & @CDCgov for full coverage of today's 11am ET chat!
CDC works w/ partners to promote antibiotic stewardship, infection prevention, vaccination, & #sepsis prevention. #AntibioticResistance
Healthcare facilities: implement ABX stewardship programs & #sepsis early recognition programs to protect patients #AntibioticResistance
Reduce unnecessary antibiotic use to decrease #AntibioticResistance, #sepsis, C diff infections, & improve patient outcomes.
Without antibiotics, #sepsis, cancer, organ transplant and trauma patients are at risk. Join #AntibioticResistance on 11/18 at 1 PM ET.



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Global #AntibioticResistance Twitter Chat

CDC will host the Global #AntibioticResistance Twitter chat on Friday, November 18 from 11 am-1 pm EDT. Please include the answer number in your responses (ex: A1 is a response to Q1).

11:00-11:05	WELCOME & INTRODUCTION TWEETS
11:05-11:20	<p>Overview of Antibiotic Resistance</p> <ul style="list-style-type: none"> • Q1 What is #AntibioticResistance? • Q2 What are the main causes of #AntibioticResistance? • Q3 Why is #AntibioticResistance a problem? • Q4 What are some emerging resistant threats (mcr-1, c.auris, Shigella)? #AntibioticResistance
11:20-11:35	<p>Antibiotic Resistance & Use at the Global Level</p> <ul style="list-style-type: none"> • Q5 How does #AntibioticResistance affect us globally? • Q6 What challenges do low and middle income countries face with #AntibioticResistance? • Q7 What is currently happening to prevent #AntibioticResistance globally? • Q8 What can we do globally to slow #AntibioticResistance and protect people?
11:35-12:00	<p>Stewardship and Appropriate Use</p> <ul style="list-style-type: none"> • Q9 How can stewardship programs help prevent emerging threats? #AntibioticResistance • Q10 How big of a problem is antibiotic overuse? #AntibioticResistance • Q11 What does appropriate use mean? #AntibioticResistance • Q12 How does inappropriate antibiotic use impact patient safety? What are potential adverse events? #AntibioticResistance • Q13 What can everyone do to preserve the power of antibiotics? #AntibioticResistance
12:00-12:30	<p>Antibiotic Resistance and Use in Farms & Animals (DFWED & One Health)</p> <ul style="list-style-type: none"> • Q14 Why are antibiotics used on the farm? #AntibioticResistance • Q15 How do resistant bacteria in food or animals affect humans? #AntibioticResistance • Q16 Why is it important to consider both human and animal health? #AntibioticResistance • Q17 How can we prevent and combat #AntibioticResistance? • Q18 What new technologies can we use to combat #AntibioticResistance?
12:30-12:45	<p>Success Stories around Stewardship Programs & Get Smart Activities (partners)</p> <ul style="list-style-type: none"> • Q19 We can combat #AntibioticResistance. What are some successful stewardship stories you can share?
12:45-12:55	<p>Share Resources</p> <ul style="list-style-type: none"> • Q20 Let's share resources! Where can you find information & tools on fighting #AntibioticResistance?
12:55-1:00pm	CONCLUSION AND THANK YOU



Get Smart About Antibiotics Week 2016 Partner Toolkit

#AntibioticResistance Global Twitter Chat and Thunderclap Email Invitation Template

In addition to using promotional tweets to spread awareness about the global #AntibioticResistance Twitter chat, please consider using the email below to invite your partner network to participate in the Twitter chat and #AntibioticSmart Thunderclap.

[SUBJECT: Join [Name of your organization] for the Global #AntibioticResistance Twitter Chat and CDC #AntibioticSmart Thunderclap]

Colleagues:

In recognition of **Get Smart about Antibiotics Week (November 14-20, 2016)**, [Name of your organization] will team up with CDC to participate in a number of social media events and we encourage you to participate!

[Name of your organization] will join CDC when they launch a Thunderclap campaign on **Monday, November 14th at 1 pm EDT** to kick off Get Smart About Antibiotics Week. Thunderclap is a platform that allows individuals and organizations to rally people together to spread a common message in unison. The @CDC_NCEZID Twitter account is hosting the **#AntibioticSmart Thunderclap initiative**, and you can join with this link:

<http://thndr.me/B6puNT>. For more information about how Thunderclap works, see:

<https://www.thunderclap.it/faq>.

The European Centre for Disease Prevention and Control ([@ECDC_EU](#)) is hosting an all-day global Twitter chat on Friday, Nov. 18, using the hashtag **#AntibioticResistance**. CDC will be hosting part of this live Twitter chat **Friday, November 18, from 11 am-1 pm EDT (@CDCgov)**, and we would love your organization to join us in the conversation. **CDC Director Dr. Tom Frieden (@DrFriedenCDC)** will be tweeting during the chat, and we hope that you will make plans to take part in this important conversation with antibiotic resistance partners and experts worldwide.

These are exceptional opportunities to raise awareness of the threat of antibiotic resistance and the importance of preserving the power of antibiotics. With that in mind, please promote your organization's antibiotic resistance and stewardship materials and resources during the Twitter chat!

[Your Signature Block]



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Matte Press Release

Partners are welcome to use this matte press release to promote Get Smart About Antibiotics Week. We encourage you to customize it with specific data, examples, or quotes to highlight the work your organization has done to improve antibiotic use and prescribing.

FOR IMMEDIATE RELEASE: [DATE]

CDC celebrates annual Get Smart About Antibiotics Week, November 14-20, 2016 *Highlights global fight against antibiotic resistance*

Antibiotic resistance occurs when bacteria change in a way that reduces the effectiveness of antibiotics and poses one of the most pressing public health threats. The Centers for Disease Control and Prevention (CDC), along with a league of national and international partners, will observe the ninth annual Get Smart About Antibiotics Week from November 14-20. During this week, participants will raise awareness of the threat of antibiotic resistance and emphasize the importance of appropriate antibiotic use across all health care settings.

Antibiotic use is the single most important contributing factor to antibiotic resistance, and up to one-third to one-half of antibiotic use in humans is either unnecessary or inappropriate. Each year in the United States, 47 million unnecessary antibiotic prescriptions are written in doctor's offices, emergency rooms, and hospital-based clinics, which makes improving antibiotic prescribing and use a national priority. To combat antibiotic resistance and avoid adverse drug reactions, we have to use antibiotics appropriately. This means using antibiotics only when needed and, if needed, using them correctly.

Get Smart About Antibiotics Week 2016 marks an important year, during which Congress allocated \$160 million in new funding for CDC to implement its activities listed in the National Action Plan for Combating Antibiotic-Resistant Bacteria (CARB). CDC is using this funding to accelerate outbreak detection and prevention, support innovative research, and inform providers and the general public about antibiotic resistance and appropriate antibiotic use. CDC is also working to improve tracking of antibiotic use and antibiotic resistance.

"Antibiotics are critical adjuncts to modern medicine, are vital to performing effective surgical procedures, and provide medical treatment for a variety of serious illnesses," said **Dr. Lauri Hicks**, Director for CDC's Office of Antibiotic Stewardship. "Alarmingly, we are facing the end of the antibiotic era because antibiotics are being inappropriately prescribed and used, which contributes to antibiotic resistance. It is crucial that antibiotics are used only when absolutely necessary." Moreover, she said, when antibiotics are needed for urgent and necessary conditions like sepsis, it is crucial that the correct antibiotic be prescribed in a timely manner at the right dose and duration.

The Get Smart About Antibiotics Week 2016 observance marks the second annual World Antibiotic Awareness Week, which coincides with European Antibiotic Awareness Day, Canada Antibiotic Awareness Week, and other similar observances across the world. For additional information about Get Smart: Know When Antibiotics Work, please visit www.cdc.gov/getsmart.

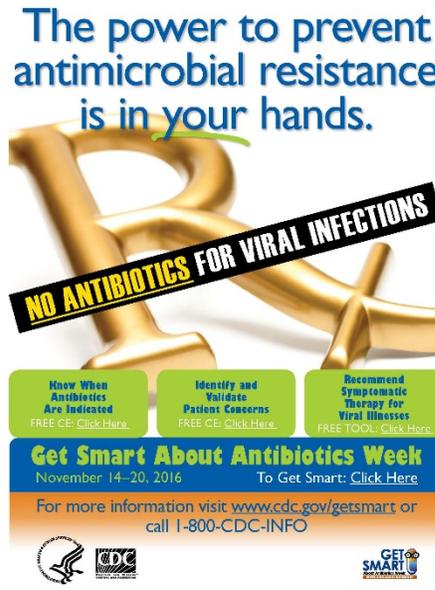
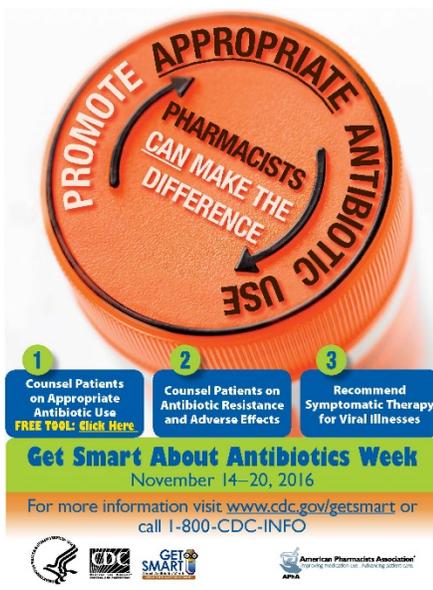
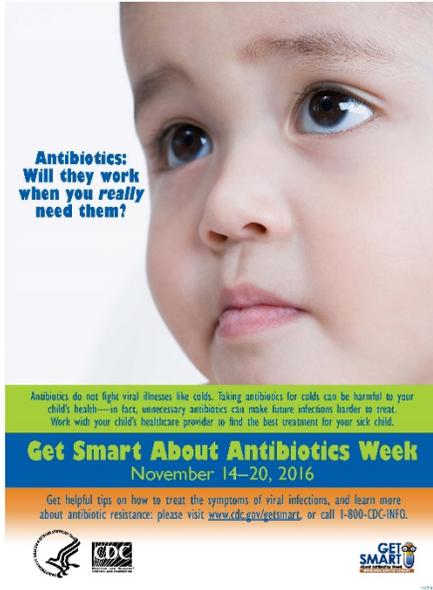


Get Smart About Antibiotics Week 2016

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Updated Posters

Our new posters are perfect for displaying or for sharing with partners and patients! Click [here](#) to download and print these materials.



Updated Fact Sheets

Our new fact sheets are perfect for displaying or for sharing with partners and patients! Click [here](#) to download and print these materials.

Get Smart About Antibiotics Week November 14-20, 2016



Get Smart About Antibiotics Week is a national annual observance to raise awareness of antibiotic resistance and the importance of appropriate antibiotic use.

While antibiotics are life-saving drugs that treat bacterial infections, they are not without risks.

Each year in the United States, at least 2 million people become infected with bacteria that are resistant to antibiotics and at least 23,000 people die as a direct result of these infections.

Antibiotics are the most common cause of emergency department visits for adverse drug events in children under 18 years of age.

This is why it is so important to use antibiotics only when needed, and if needed, to use the right drug at the right dose and for the right amount of time.

Here are a few ways you can become a part of Get Smart Week 2016:

- Join our first Get Smart Week Thunderclap using #AntiBioticSmart. Participate from your Facebook and Twitter Profiles on Monday, November 14. Sign up here: <http://thndr.me/86puNT>
- Participate in our annual Get Smart Week Twitter Chat on Friday, November 18 from 11am-1pm. Join the conversation using #AntiBioticResistance.
- Test your knowledge of antibiotics with our interactive Antibiotic Quiz at cdc.gov/getsmart.
- Find Get Smart Week materials at cdc.gov/getsmart. Here you will find free fact sheets, posters, graphics, and more to help you make decisions regarding antibiotics for you and your family!

Division of Health Care Quality Improvement



Improving antibiotic use starts with you! Using antibiotics wisely is the best way to ensure they work for future bacterial illnesses and prevent unnecessary side effects.

Here are tips for how to use antibiotics wisely (rinc): it starts with preventing infections in the first place:

- Keep up with vaccinations.** Vaccinations help prevent infections that may require antibiotics and helps prevent diseases from spreading.
- Handwashing.** Washing your hands is one of the best ways to keep yourself and your family healthy by preventing the spread of germs that cause infections.
- Ask about symptom relief.** Never pressure your healthcare professional for antibiotics. Instead ask for the best treatment for your illness. Talk to your healthcare professional or pharmacist about how to relieve symptoms so that you can feel better.
- Only take antibiotics for infections caused by bacteria.** Illnesses caused by viruses, like the common cold and the flu, do not improve with antibiotics. Using antibiotics when they are not needed can cause harmful side effects and make antibiotics less powerful against certain bacteria.
- Ask if watchful waiting is right for you.** Even some bacterial infections, like mild sinus and ear infections, can get better without antibiotics. For some illnesses, your healthcare professional may recommend watchful waiting, meaning waiting a few days to see if you get better before deciding to prescribe antibiotics.
- Ask about side effects.** Talk to your healthcare professional or pharmacist about potential side effects of antibiotics.
- Take antibiotics exactly as prescribed.** Even if you feel better, do not skip doses or stop taking an antibiotic early without approval from your healthcare professional.
- Throw leftover antibiotics away.** Never save antibiotics for future illnesses. Take antibiotics prescribed for others, or share antibiotics with others. Talk to your pharmacist about how to dispose of leftover antibiotics.
- Visit cdc.gov/getsmart to learn more about using antibiotics wisely.

Preventing and Treating Ear Infections



What is an ear infection?

Ear infections can affect the ear canal or the middle ear.

Acute otitis externa (AOE) is the scientific name for an infection of the ear canal, which is also called swimmer's ear.

Middle ear infections are called Otitis Media, and there are two types of middle ear infections:

- Otitis Media with Effusion (OME)** occurs when fluid builds up in the middle ear without pain, pus, fever, or other signs and symptoms of infection. OME usually goes away on its own and does not benefit from antibiotics.
- Acute Otitis Media (AOM)** occurs when fluid builds up in the middle ear and is often caused by bacteria, but can also be caused by viruses. Antibiotics are not always necessary for AOM, because in many cases the body's own immune system can fight off the infection without help from antibiotics.



How are ear infections caused and how can they be prevented?

Bacteria

AOM is often caused by bacteria, and Streptococcus pneumoniae is a common cause of AOM.

- Ensure your child is up to date on vaccinations, including the pneumococcal vaccination. Breast feeding exclusively until your baby is 6 months old and continuing to breastfeed for at least 12 months can protect your baby from infections, including AOM.

Cold and Flu Season

AOM often occurs as a result of upper respiratory infections, i.e., the common cold. Viruses cause OME, fluid in the middle ear, and these viruses can open in the fluid leading to AOM.

- Ensure your child is up to date on vaccinations and gets a flu vaccine every year.

Injury to the Ear

Foreign objects, like cotton swabs and hobby pins, can cause cuts and bruises in the ear canal that can get infected, causing acute otitis externa.

- Avoid putting foreign objects in the ear.

Division of Health Care Quality Improvement



Cigarette Smoke

Exposure to cigarette smoke can lead to more colds and more AOM.

- Avoid smoking and exposure to secondhand smoke.

Family History

The tendency to develop AOM can run in families.

- Family history is not preventable. Instead, focus on other prevention methods, like staying up to date on vaccinations, breast feeding, and avoiding smoke.

How are ear infections treated?

Watchful Waiting

- Mild ear infections often will get better on their own without antibiotic treatment, so your healthcare professional may recommend *watchful waiting* before prescribing antibiotics to you or your loved one. This means that your provider may wait a few days before deciding whether to prescribe antibiotics, while watching the symptoms of an ear infection. Watchful waiting gives you or your child one chance to get time to fight off the infection first before starting antibiotics. If you or your child don't get better in 2-3 days or get worse, your healthcare professional can recommend starting antibiotics.
- Another form of watchful waiting is *delayed prescribing*. This means that your healthcare professional may give you an antibiotic prescription, but ask you to wait 2-3 days to see if you or your child are still sick with fever, ear pain, or other symptoms before filling the prescription.

Antibiotics

- Antibiotics, such as amoxicillin, are used to treat severe ear infections or ear infections that last longer than 2-3 days.

Symptom Relief

- There are ways to relieve symptoms associated with ear infections – like ear pain – whether or not antibiotics are needed. Consider using acetaminophen or ibuprofen to relieve pain in both. Ask your healthcare professional or pharmacist about medications safe for you or your loved one's age.
- If your child has a fever of 102.9°F (39°C) or higher, a change in fluid coming from the ear, symptoms are mild or worse, or symptoms last for more than two or three days for AOM, you should contact your healthcare professional. If your child has symptoms of OME for more than one month or hearing loss, contact your healthcare professional.



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Additional Resources

Core Elements of Outpatient Antibiotic Stewardship

Antibiotic resistance is a growing, global threat to human health. Preventing the spread of resistant disease and protecting our antibiotic resources is a CDC priority. CDC has identified **four Core Elements of Outpatient Antibiotic Stewardship** and will release a document by the same name during Get Smart Week. We encourage you to participate in our webinar on the Core Elements of Outpatient Antibiotic Stewardship on Tuesday, November 15 at 1pm EDT. Register here: <https://cc.readytalk.com/r/bzt89rm0ewrr&eom>.

Antibiotic Quiz Widget

Encourage your web site visitors to test their knowledge about antibiotics! Copy the code below and add [Antibiotics Quiz](#) directly to your own website!

Antibiotic Quiz Widget

Test Your Knowledge About Antibiotics



Copy the code for this widget, which links to the [Antibiotics Quiz](#), on your website:
Size: 355x175

```
<a href="http://www.cdc.gov/getsmart/community/about/quiz.html?s_cid=dhqp-get-smart-quiz-001" title="Get Smart - Test Your Knowledge About Antibiotics"><img src="http://www.cdc.gov/getsmart/community/a
```

Web Badge

You can add this badge (copy the code at <https://www.cdc.gov/getsmart/week/promotional-materials/web-tools.html>) to your website – when clicked, it will link to CDC’s Get Smart Week page!





Get Smart About Antibiotics Week 2016

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Evaluation Form

Use our form to track metrics such as reach, impressions, etc. pertaining to your Get Smart Week activities!
Before Get Smart Week begins, don't forget to [upload your planned activities](#) so that we can be #AntibioticSmart together!



Thank you for your commitment to promoting appropriate use and prescribing of antibiotics through your participation in CDC's Get Smart About Antibiotics Week 2016. The purpose of this document is to measure and track dissemination of Get Smart About Antibiotics Week messages and materials.

- Your name:
- Your organization:
- How did you promote Get Smart Week messages? (check all that apply)
 - Event
 - Social media (e.g., Twitter, Facebook, Thunderclap, LinkedIn, Instagram)
 - Electronic (e.g., e-blast, e-newsletter, web, blog)
 - Print (e.g., newsletter, article)
 - Media (e.g., matre release, media pitching)
 - Video
 - Audio (e.g., podcast)
 - Other:
 - None
- Which social media did you use to promote Get Smart Week messages? (check all that apply)
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
 - Thunderclap
 - Other:
 - None
- If you held an event to promote Get Smart Week messages, what type of event did you have? (check all that apply)

- In-person
- Webinar
- Conference call
- Training
- Presentation
- Other
- None

- Did you participate in the Get Smart About Antibiotics Week *Be #AntibioticSmart* Thunderclap on 11/14?
 - Yes
 - No
 - If no, why not?
- Did you participate in the Get Smart Week Global #AntibioticResistance Twitter Chat on 11/18?
 - Yes
 - No
 - If no, why not?
- Which Get Smart Week materials did you find most useful? (check all that apply)
 - Social media messages
 - Get Smart Week fact sheets/materials
 - Matre release
 - Key messages
 - Thunderclap/Twitter chat invitations
 - Other:
 - None
- Please provide metrics/impressions for your Get Smart Week activities:
 - Social media:
 - # of messages:
 - # of followers:
 - # of shares/retweets:
 - # of likes/comments: