



**BECOME AN
ANTIBIOTIC
GUARDIAN**

Resources toolkit for health students and pre-registration professionals

World Antibiotic Awareness Week
European Antibiotic Awareness Day

Keep  Working

**WORLD ANTIBIOTIC
AWARENESS WEEK**



**EUROPEAN
ANTIBIOTIC
AWARENESS DAY**
A European Health Initiative 


**ANTIBIOTIC
GUARDIAN**

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Campaign summary

Antibiotic resistance cannot be fought by individuals alone and so we need your help. We want you to be a part of this global movement and run your own campaign, encouraging people to change their behaviour when taking antibiotics. In this guide, we have provided some ideas to help kickstart your campaign. The aims of the Nationwide campaign are:

1. **To emphasise that antibiotic resistance is a major public health issue.**
2. **To raise awareness of antibiotic resistance and its dangers.**
3. **Encourage behaviour change towards the use of antibiotics.**
4. **To increase recognition of the role individuals play in preventing antibiotic resistance and that small actions can make a big difference.**

Why is antimicrobial resistance important?

What is World Antibiotic Awareness Week?

“Antibiotic resistance is an increasingly serious threat to global health and human development. It is rising to dangerously high levels in all parts of the world, compromising our ability to treat infectious diseases and putting people everywhere at risk.

World Antibiotic Awareness Week (November 13-19, 2017) aims to increase awareness of this important issue and to encourage best practices among the public, health workers, farmers, food producers, veterinarians and policy makers to avoid the further emergence & spread of antibiotic resistance.”

World Health Organization

Keep Antibiotics Working

WORLD ANTIBIOTIC
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EUROPE



25,000

people die each year
as a result of hospital infections caused by

**5 key
resistant
bacteria**



GLOBAL

**A failure to address the problem of
antibiotic resistance could result in:**



**10m
deaths
by 2050**

**Costing
£66
trillion**



Become an antibiotic guardian champion



ANTIBIOTIC GUARDIAN

Keep Antibiotics Working

The Antibiotic Guardian campaign was established by Public Health England (PHE) to improve public and professional knowledge and stimulate engagement on tackling antibiotic resistance.

As an **Antibiotic Guardian Champion**, you will be carrying out your university's antibiotic awareness week campaign. Firstly, choose a simple action based pledge and encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at: www.antibioticguardian.com

In order for you to become a champion and obtain your badge, you must submit evidence, such as photos during the day or documents you worked on. While most of the evidence will be the same, reflections are personal and should be different.

There may be more than one campaign at your university and you can either join an existing campaign or start your own. Be sure to be on the look out for the list of universities and the leaders of the campaigns.

Start your journey as an antibiotic guardian champion here:

<https://www.openbadgeacademy.com/badge/1126>

Keep Antibiotics Working

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Tier 1

Individual actions



Quick individual actions

Behavioural change starts with what the individual can do. These are things that take minimal effort, but collectively it makes a big difference. What everyone can do:

- Become an Antibiotic Guardian at www.antibioticguardian.com and share via social media channels (if you have them)
- Print and display your Antibiotic Guardian certificate
- Digital promotion - personally use and send to comms leads of organisation
- For social media, please include the hashtag #AntibioticGuardian; for copies of Tweetable graphics or messages, email socialmedia@phe.gov.uk
- Directly encourage 2 to 5 friends and/or family to visit the antibiotic guardian website to become Antibiotic Guardians
- Send this toolkit to colleagues and other healthcare professionals

Improve your knowledge

Complete this 30 minute e-Learning module and share the link which is freely available with colleagues:

<http://www.e-lfh.org.uk/programmes/antimicrobial-resistance/>

The screenshot shows the e-LFH website interface. At the top, the e-LFH logo is on the left, and a quote 'An extraordinary project in terms of breadth and skill of content' is in the center. To the right of the quote is a 'Register' button and a 'Log in' button. Below the quote is the NHS Health Education England logo. A navigation bar contains links: Home, Programmes, About, Latest News, Support, Demo, and Contact Us. A search bar is on the right. The main content area features a large purple banner for 'Reducing Antimicrobial Resistance' with the subtitle 'An e-learning package to support staff in understanding the threats posed by antimicrobial resistance'. To the right of the banner is a microscopic image of a cell. Below the banner is a 'Menu' section with radio buttons for: Antimicrobial Resistance (selected), Resources for all staff working in health and social care, Resources for all staff working in primary care (including GPs), Meet the team, Open access session, and How to access. To the right of the menu is a section titled 'Antimicrobial Resistance' containing text about the programme's purpose and aims. To the right of this section is a box stating 'In partnership with NHS Health Education England'.

e-LFH
e-Learning for Healthcare

An extraordinary project
in terms of breadth and
skill of content

Register Log in

NHS
Health Education England

Home Programmes About Latest News Support Demo Contact Us search...

Reducing Antimicrobial Resistance

An e-learning package to support staff in understanding the threats posed by antimicrobial resistance

Menu

- ☒ Antimicrobial Resistance
- ☐ Resources for all staff working in health and social care
- ☐ Resources for all staff working in primary care (including GPs)
- ☐ Meet the team
- ☐ Open access session
- ☐ How to access

Antimicrobial Resistance

The Antimicrobial Resistance programme has been designed to support all health and social care staff – both clinical and non-clinical - in a variety of settings to understand the threats posed by antimicrobial resistance, and ways they can help to tackle this major health issue. This programme has been developed by Health Education England in collaboration with Public Health England and NHS England.

Antibiotic (antimicrobial) resistance poses a major threat to everyday life and modern day medicine where lives could be lost as a result of antibiotics not working as they should. All health and social care staff, as well as the public, have a very important role in preserving the power of antibiotics and in controlling and preventing the spread of infections.

This programme consists of an [e-learning session](#) entitled 'Reducing Antimicrobial Resistance: An Introduction' aimed at all health and social care staff, and a myriad of resources to support awareness and education of clinical staff on antimicrobial resistance in different care settings.

The aims of these resources are to help health and social care staff:

In partnership with
NHS
Health Education England

Articles

You can find many articles and papers on antimicrobial resistance online. Shared learning pages is a reliable open source platform where you can learn more about antimicrobial resistance. These pages can be found at:

<http://antibioticguardian.com/shared-learning>

Shared Learning

Shared Learning: Innovation

Projects that demonstrated innovative approaches to tackling antimicrobial resistance and Heart of England NHS Foundation Trust (Winner – Antibiotic ... [Continued](#)



Shared Learning: Prescribing and Stewardship

Prescribing and Stewardship projects The Nottinghamshire Antimicrobial Stewardship Committee (Winner – Antibiotic Guardian Awards 2017) Name: Amelia Joseph, Nottingham ... [Continued](#)



Shared Learning: Staff Engagement

Projects focused on staff engagement NHS Tayside (Antibiotic Guardian 2017 Awards – Winner) Name: Jo McEwen, Advanced Nurse Practitioner, Antimicrobial ... [Continued](#)



Shared Learning: Community – Communications

Projects focused on communications within the community The University of Manchester (Winner – Antibiotic Guardian Awards 2017) Name: Roger Harrison ... [Continued](#)



Shared Learning: Community – Engagement



YouTube video

Public Health England produced a short 2 minute YouTube video to help explain what antibiotic resistance is and some simple actions they can take to help make a personal impact on preventing the spread of antibiotic resistance. Please share the educational video with others.

<https://www.youtube.com/watch?v=HN5ultN7JaM>



Step 1: Don't demand antibiotics. Ask a pharmacist how to treat your symptoms.

Step 2: Take antibiotics exactly as prescribed. Never save them for later, never give them to someone else.

Step 3: Spread the word.

Blogs

There are a range of blog posts on antimicrobial resistance that can be shared with others or used to develop your own materials, training or blog. Here is an example of a blog on antimicrobial resistance:

<https://publichealthmatters.blog.gov.uk/category/priority3/antimicrobial-resistance>

Why students are joining the fight against antibiotic resistance

Diane Ashiru-Oredope, 16 November 2016 - Antimicrobial resistance



Leaflets

Infographic leaflet

The A4 3-fold leaflet which gives key facts on antibiotic resistance and encourages members of the public to make antibiotic guardian pledges at: www.antibioticguardian.com

It has been designed to be printed in colour. A second leaflet is the 'get well soon without antibiotics' and is available in 11 languages.

WHAT IS ANTIBIOTIC RESISTANCE?

The problem

Antibiotics, antifungals, antimalarial, antiretrovirals (collectively termed antimicrobials) treat infections by killing bacteria, fungi, parasites and viruses (respectively), but now we have an increasing number of these microbes that are able to resist the effects of these antimicrobials. This is called Antimicrobial Resistance. Infections caused by such microbes are termed drug resistant infections.

Antimicrobials (especially antibiotics) becoming less effective, can lead to more deaths and more complications for people receiving treatment. We have to tackle this problem before it gets worse.

How this happened

There are many reasons why antibiotics lose their effectiveness, but misuse is one of the key contributors:

Misuse of antibiotics can include any of the following:

- When antibiotics are prescribed/taken unnecessarily
- When antibiotic administration is delayed in critically ill patients
- When broad-spectrum antibiotics are used unnecessarily or when narrow-spectrum antibiotics are used incorrectly
- When the dose of antibiotics is lower or higher than appropriate for the specific patient
- When the duration of antibiotic treatment is too short or too long
- When antibiotic treatment is not guided by microbiological culture data results

What can we do?

Antibiotic resistance is one of the biggest threats facing us today but you can help. Please visit www.antibioticguardian.com and find out about the simple steps you can take to save our antibiotics.

Hystans IC, van den Broek RJ, Kulberg SJ, Helster Y, van der Meer JN. Optimizing antimicrobial therapy: A method for antimicrobial drug use evaluation. J Antimicrob Chemother. 1992 Nov;30(5):724-7.

A WORLD WITHOUT ANTIBIOTICS

Pre-antibiotic age

In a world before antibiotics, which was as recently as the 1930s, people often died from infections like pneumonia or meningitis. Simple medical procedures and operations were risky due to the chance of infection. Antibiotics changed that.

Antibiotic age

Since the 1940s, our antibiotics have allowed us to fight infections and save millions of lives. However, they are becoming ineffective against many infections because we aren't using them properly.

Post-antibiotic age

If bacteria become 'resistant' to our antibiotics, many routine treatments will again become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy all rely on access to antibiotics. Antibiotic resistance is one of the biggest threats we have today but we have a chance to fight back. Find out how at www.antibioticguardian.com

ANTIBIOTIC RESISTANCE WHAT CAN I DO?

Be an Antibiotic Guardian

Antibiotics are some of our most precious medicines used to treat both humans and animals.

The Antibiotic Guardian campaign was launched in 2014 to kick-start collective action from both health and social care professionals, students, educators in the human and animal health sector as well as members of the public to work together to slow the spread of antibiotic resistance.

By pledging to become an Antibiotic Guardian, you choose to perform a simple action which protects antibiotics against the threat of antibiotic resistance.

It is important that the public are made aware that taking antibiotics when they don't need them puts them and their family at risk of developing infections which cannot be easily treated with antibiotics.



BECOME AN ANTIBIOTIC GUARDIAN

Public Health England (PHE) leads the co-ordination of Antibiotic Awareness activities in England in collaboration with the Veterinary Medicines Directorate (VMD) of the Department for Environment, Food and Rural Affairs (DEFRA), the Department of Health, devolved administrations, and other professional organisations.

PHE established the Antibiotic Guardian campaign to help protect antibiotics and improve knowledge about antibiotic resistance.

You are invited to become an Antibiotic Guardian

As an Antibiotic Guardian, you can encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at antibioticguardian.com

Please share on social media using [#AntibioticGuardian](https://twitter.com/AntibioticGuardian)

Resources and promotional materials for Antibiotic Guardian, World Antibiotic Awareness Week (WAAW) and European Antibiotic Awareness Day (EAAD) are available from Gov.uk or bit.ly/eaad-resources

In England, leaflets and posters, including the Target Treat Your Infection Pad, are available free for healthcare professionals. To order them for local awareness campaigns e.g. during WAAW or at other times, visit the PHE campaign resource centre campaignresources.phe.gov.uk

Antibiotic Guardian leaflet for health and social care workers/professionals v1 Nov 2017

ANTIBIOTIC RESISTANCE IN NUMBERS

25K The number of people who die each year across Europe from infections resistant to antibiotics

13% decrease in antibiotic prescriptions dispensed in General Practice between 2012 and 2016

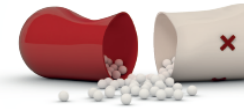
10% 10% of the sore throats and 20% of acute sinusitis benefit from antibiotic treatment but the prescription rates are much higher than this

1 in 3 People in England take at least one course of antibiotics each year

£66 trillion The estimated lost productivity to the global economy (\$100 trillion)

33 YEARS The period of time since a new class of antibiotics for human treatment was last introduced, despite the fact that growing numbers of bacterial and viral infections are resistant to antibiotics

10 million Estimated number of yearly deaths globally by 2050 if we do not act now

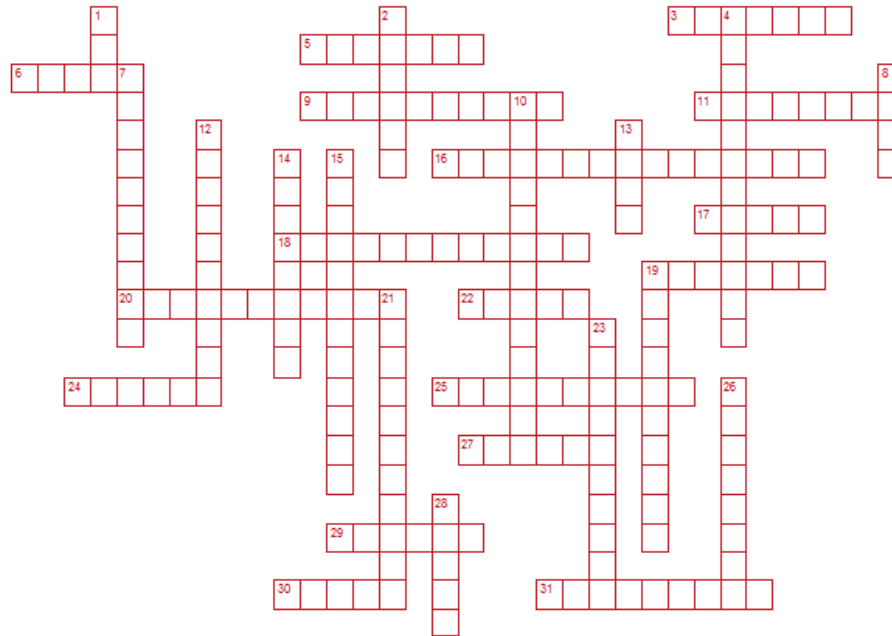


Crosswords

The pack contains 2 crosswords for sharing. The crossword will build public awareness of how to correctly use antibiotics. The challenge crossword is suitable for both the public and healthcare professionals.



ANTIBIOTIC GUARDIAN CHALLENGE CROSSWORD



Quizzes

The pack contains 5 quizzes. There are quizzes for both the public and healthcare professionals. The professional quizzes have a large bank of questions for you to pick and choose if you wish to adapt and create your own. The general antibiotic guardian quiz is also available as an online quiz:

<https://surveys.phe.org.uk/antibioticquiz>



ANTIBIOTICS AND INFECTION CONTROL

HOW MUCH DO YOU KNOW? TRY OUR QUIZ FOR NURSES

Are the following statements True or False?

- 1 Antibiotic empirical (best guess) guidelines recommend the same antibiotic for the same condition in every Trust in UK
- 2 Antibiotic resistance is due to the human body, not the bacterial cell

True / False

True / False



THE ANTIBIOTIC GUARDIAN QUIZ

Winter is coming...

1. **Antibiotics are not effective against coughs, colds, flu and most sore throats...**
 - A. since these are mostly caused by viruses, which antibiotics do not work against
 - B. but antibiotics sometimes work against viruses, so I should take them just in case
 - C. however antibiotics work against everything
2. **When I have a cough, cold or sore throat, I should...**
 - A. book an appointment with my GP for all mild symptoms or illness
 - B. seek immediate emergency medical attention
 - C. check with a pharmacist about how to treat my symptoms

How to add the e-signature

1. Copy the e-sig banner to the right. The image has been linked to the website. Right click the image and copy.
2. In Outlook, click “Signature”.
3. Type out your signature as you want it to appear in your email in the dialogue box that appears.
4. Paste the e-sig banner below your text. Resize as appropriate.



Choose default signature

E-mail account:

New messages:

Replies/forwards:

GOV.UK

Search

Departments Worldwide How government works Get involved
Policies Publications Consultations Statistics Announcements

Collection

Antibiotic awareness resources: 2016

From: [Public Health England](#)
First published: 4 October 2013
Last updated: 6 October 2015, [see all updates](#)

Antibiotic Guardian is a UK-wide campaign which aims to improve behaviours around antibiotic prescribing and use.

Contents

- Resources
- Continuing professional development
- Campaign evaluation

Public Health England (PHE) established the Antibiotic Guardian campaign to help protect antibiotics and improve knowledge about antibiotic resistance. This campaign supports the [UK 5 Year Antimicrobial Resistance Strategy 2013 to 2018](#), which sets out actions to slow the development and spread of antimicrobial resistance.

Tier 2

Spreading the word



Spreading the word

Recruit

Encourage others to take a pledge to become antibiotic guardians and join your campaign.

Social media

Set up social media such as a Facebook page for your campaign.

Spread the knowledge

Distribute articles and fact sheets on antimicrobial resistance.

Advocate on campus

Get a stand on campus to advocate for better antimicrobial awareness and encourage people to take a pledge there and then.

E-Learning module

Encourage others to do the e-Learning module.

How much do people know?

Hold a small survey to see how much your peers know about current antibiotic resistance.

Junior and family antibiotic guardian

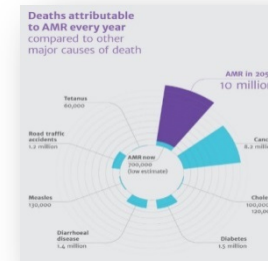
Task 2 | I am a Junior Antibiotic Guardian

For this task, produce either a poster, powerpoint or video showcasing your knowledge on Antibiotics and Antibiotic resistance. Use the resources below to gather information for your piece of work. Once you have completed your research and poster/presentation/video, upload it as badge evidence. The title of your poster, presentation or video should be I am a junior Antibiotic Guardian

Take a look at some [resources](#) to help you along the way.

[Senior Antibiotic Revision Guide](#)

Extension / challenge opportunity for task 2 - if you have had a session with your school nurse, include a comment, film with the School Nurse, highlight, image etc.



Junior and Family Antibiotic Guardian have been developed in collaboration with Makewaves, for children, young adults and their families/carers to complete tasks and earn badges. This is as part of the commitment to school nursing and improving outcomes for children and young persons. The badges have been designed to coincide with WAAW and EAAD but are available to be earned all year round

[Click here to find out more](#)



Tier 3

Action and advocacy



Taking action

Your campaign should aim for tier 3 engagement. Try to make your events accessible not only to the student community but the wider public. You can also combine ideas from tiers 1 & 2 into your event.

Hold an event

These could be things such as a talk, film night, debates or a quiz night.

Attend a conference

Submit an abstract about your activities to inspire your peers.

Teach

Organise to teach primary school children about antimicrobial resistance .

Engage with others

Hold a workshop open to the public to come and explore their ideas about AMR.

Asses your impact

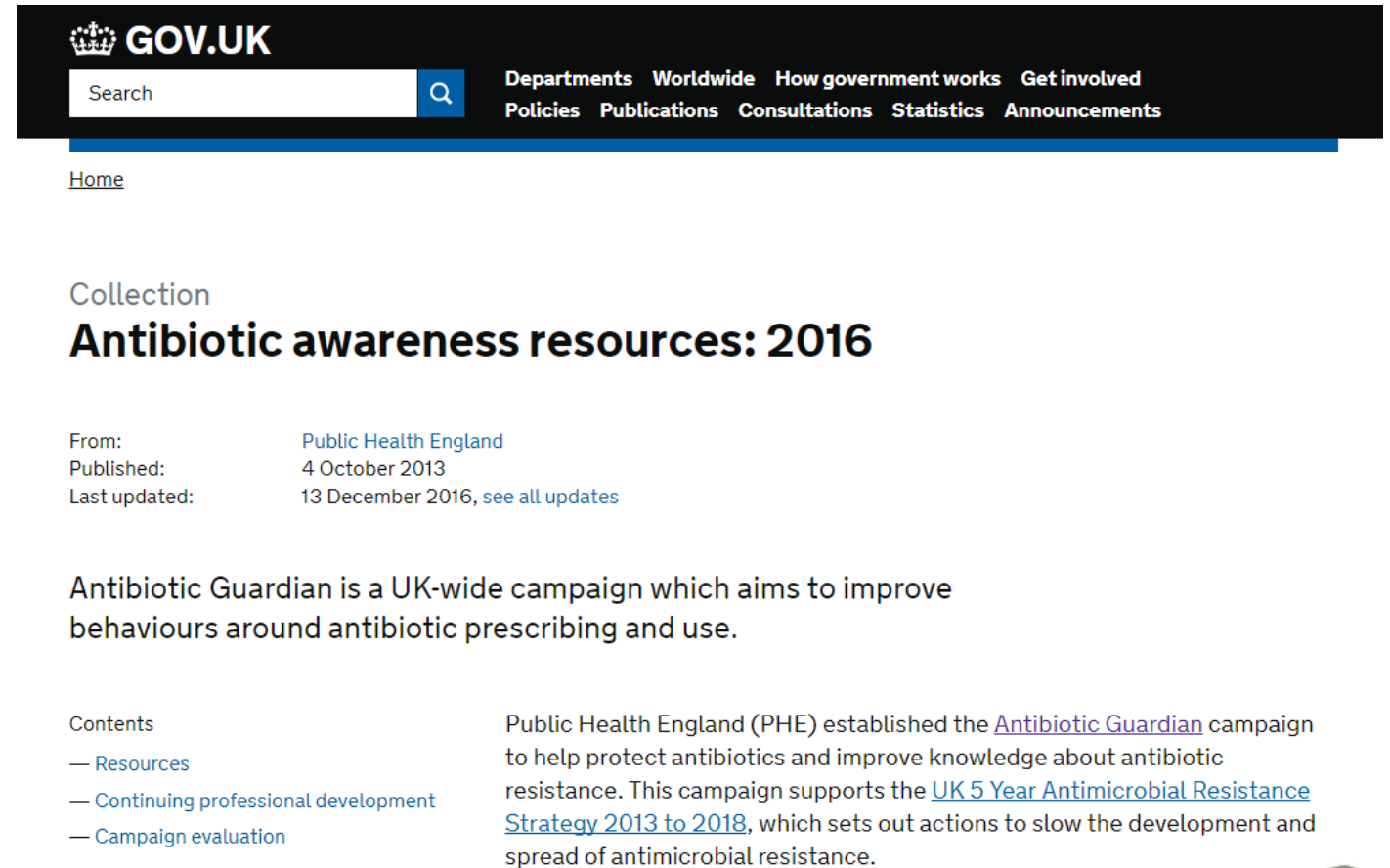
Carry out a survey before and after your campaign to assess its impact and write up a report.

Antibiotic awareness resources

There are a number of antibiotic awareness resources available for you to use to promote your local campaign. Some of these can be found here:

<https://www.gov.uk/government/collections/european-antibiotic-awareness-day-resources>

<http://antibioticguardian.com/public>



The screenshot shows the GOV.UK website interface. At the top is the GOV.UK logo and a search bar. Below the search bar is a navigation menu with links: Departments, Worldwide, How government works, Get involved, Policies, Publications, Consultations, Statistics, and Announcements. The main content area is titled 'Collection' and 'Antibiotic awareness resources: 2016'. It lists the source as 'Public Health England', the publication date as '4 October 2013', and the last updated date as '13 December 2016, see all updates'. A description states: 'Antibiotic Guardian is a UK-wide campaign which aims to improve behaviours around antibiotic prescribing and use.' Below this, there is a 'Contents' section with links to 'Resources', 'Continuing professional development', and 'Campaign evaluation'. To the right of the contents, a paragraph explains that Public Health England (PHE) established the Antibiotic Guardian campaign to help protect antibiotics and improve knowledge about antibiotic resistance, supporting the UK 5 Year Antimicrobial Resistance Strategy 2013 to 2018.

GOV.UK

Search

Departments Worldwide How government works Get involved
Policies Publications Consultations Statistics Announcements

[Home](#)

Collection

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- [Campaign evaluation](#)

Public Health England (PHE) established the [Antibiotic Guardian](#) campaign to help protect antibiotics and improve knowledge about antibiotic resistance. This campaign supports the [UK 5 Year Antimicrobial Resistance Strategy 2013 to 2018](#), which sets out actions to slow the development and spread of antimicrobial resistance.

Antibiotic guardian logo/video download

You may use the antibiotic guardian logo and video for your campaign. To download the Antibiotic Guardian logo please visit the following:

https://surveys.phe.org.uk/AG_LogoVideo

You will be asked for your email and be then be able to save the logos in high resolution

- The logos are in PNG format
- The video is uploaded via Dropbox (There is both a subtitled and non-subtitled version available)

Ordering printed resources

As an antibiotic guardian champion, you are eligible to order printed resources to use in your campaign. Select resources are available to order printed from the NHS Supply Chain, including:

- Posters
- Leaflets
- Badges
- Magnets
- Stickers
- Pens

Full details of available items and pricing are available here:

<https://www.gov.uk/government/publications/european-antibiotic-awareness-day-resources-toolkit-for-healthcare-professionals-in-england>

For all print order enquiries email: lesley.greenhalgh@bbanner.co.uk



National Awards 2018(TBC), London

Categories include:

Staff engagement: How have staff promoted Antibiotic Guardian and stewardship within their organisation?

Community: How has your organisation worked within the community to highlight Antibiotic Guardian?

Prescribing: How has your organisation tackled prescription and prescribing antibiotics effectively?

Innovation: Tell us how you have demonstrated innovation to address Antimicrobial Resistance?

Antibiotic Stewardship: How have you improved or measured antibiotic usage in your area or community?

AMS Research: How have you demonstrated development of research to support Antimicrobial Stewardship?

Community Pharmacy, Healthcare Students, Junior/Family Antibiotic Guardian champions

To view 2017 winners and shortlisted go to:

<http://antibioticguardian.com/antibiotic-guardian-awards-2017/>

(Details for 2018 will be available early 2018)

SLIDES FOR PRESENTATIONS

The following 2 slides can be used in presentations. Please do not alter the format, however you are free to add your organisations logo in support of Antibiotic Guardian or remove any of the text from the right hand side.

To access the slide in PowerPoint format, please email espaur@phe.gov.uk. We would be grateful if you could supply us with the title of your presentation and where you will be presenting, we will use this inform our 2017 evaluation. We will send you the PowerPoint file for you to insert into your presentation.

Become an antibiotic guardian



- **European Antibiotic Awareness Day (EAAD)** takes place annually on **18 November**
- **World Antibiotic Awareness Week (13– 19 November)**
- **As an Antibiotic Guardian**, choose a simple action based pledge and encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at: www.antibioticguardian.com
- **Resources and promotional materials** to support local activities for Antibiotic Guardian and EAAD are available via <http://bit.ly/eaad-resources>
- The Antibiotic Guardian campaign was established by PHE to improve public and professional knowledge and stimulate engagement on tackling antibiotic resistance
- Public Health England is leading the co-ordination of EAAD activities in England in collaboration with VMD, Department of Health, devolved administrations, and other professional organisations

You are invited to become an Antibiotic Guardian today
and to ask others to join you
(You can also do so via your mobile device)



My actions protect antibiotics

BECOME AN ANTIBIOTIC GUARDIAN

Join me at antibioticguardian.com Keep  Working



Antibiotic guardian champion

- You can also earn virtual badges to add to your LinkedIn accounts. Find them in the healthcare professionals resources on the [Antibiotic Guardian website](#)
- **Additionally, why don't you register for the first national AMR student conference on 18 November 2017. [Click here](#) to find out more.**

Healthcare Students – Antibiotic Guardian Champion Badge

Become an Antibiotic Guardian Champion

As part of UK's activities for World Antibiotic Awareness Week (WAAW) (14 – 20 November 2016) and European Antibiotic Awareness Day (18 November) we are inviting healthcare students and pre-registration professionals to become Antibiotic Guardian Champions. Earn your badge by completing the tasks via [Open Badge Academy](#) and [sharing your evidence](#). You can add your badge to your LinkedIn account.

We also encourage you to share actively via social media using [#AntibioticGuardian](#)



Antimicrobial Resistance Conference: advocating a behaviour change

The UK's first multidisciplinary national student conference on AMR!
Learn how antimicrobial resistance will change the face of medicine and impact patient care!

Keynote address
Interactive Workshops
Awards
Teas and Lunch
Organisation Stands
Poster Presentation

Speakers:
Dr Diane Ashiru-Oredope - Public Health England
Dr Susan Hopkins - Public Health England & Royal Free Hospital
Professor Liz Sackett - University of Nottingham
And many more!

"CALL FOR POSTERS"
Been involved in AMR research? We will be hosting a poster presentation which will be judged by leaders in the field for an award!
Please send abstracts to abcamr@outlook.com

18th November, 2017, Strand Campus, King's College London, 9.30am - 5pm

Supported by
Public Health England, King's College London, KNOWLEX, abpi, Health Education England

and more!

#AGCstudents [abcamr.wordpress.com](https://www.abcamr.wordpress.com)
#AntibioticGuardian [/theamrproject](https://www.facebook.com/theamrproject)
#AMRABC [/TheAMRProject](https://twitter.com/TheAMRProject)

Summary

- Antibiotic resistance is a serious problem that requires health care professionals and members of the public to change their attitudes and behaviours towards antibiotics.
- **Antibiotic Guardian**, European Antibiotic Awareness Day (EAAD) and World Antibiotic Awareness Week are major public health initiatives that aim to encourage responsible use of antibiotics and tackle the global issue of antibiotic resistance.
- This toolkit provides guidelines on how your organisation can set up your own campaign using Public Health England resources which are centrally hosted on <http://bit.ly/eaad-resources>
- If you have any questions, please contact: espaur@phe.gov.uk

Don't forget to register your organisations planned activities for EAAD. Only registered activities will be discussed in the EAAD 2017 Evaluation.

<http://antibioticguardian.com/organisations/>

Acknowledgements

We would like to thank the following organisations for their involvement in planning for WAAW/EAAD and support for Antibiotic Guardian campaign over the last three years

Department of Health expert advisory committee on Antimicrobial Resistance and Healthcare Associated Infection (ARHAI)
Association of Anaesthetists of Great Britain and Ireland (AAGBI)
Association of Pharmacy Technicians UK (APTUK)
Bella Moss Foundation
British Infection Association
British Medical Journal
British Orthopaedic Association
British Paediatric Allergy, Immunology and Infectious Diseases Group (BPAIIG)
British Society for Antimicrobial Chemotherapy
British Pharmaceutical Students Association (BPSA)
British Veterinary Association
Care Quality Commission
Centre for Pharmacy Postgraduate Education
Chartered Society of Physiotherapist
College of Podiatrists
Centre for Postgraduate Pharmacy Education (CPPE)
Community Pharmacy West Yorkshire (CPWY)
Department for Environment, Food and Rural Affairs (DEFRA)
Department of Health
Devon Council Local Authority
Faculty of General Dental Practice UK
Health and Social Care Information Centre
Health Education England
Health Improvement Scotland
Healthcare Infection Society (HIS)
Infection Prevention Society
Northern Ireland Public Health Agency

National Prescribing Centre / NICE
NHS England
Northern Ireland Antimicrobial Pharmacist Network
PAGB & Self-Care Forum
Patients' Association
Prescribing Advisers Group
Public Health England (PHE)
PHE/DH Strategic Partners Group
Pharmaceutical Negotiating Services Committee (PSNC)
Pharmacy Voice
Primary Care Pharmacist
RCGP/NHS Connecting for Health
Royal College of General Practitioners (RCGP)
Royal College of Midwives
Royal College of Nursing
Royal College of Paediatrics and Child Health (RCPCH)
Royal College of Pathologists (RCPaTh)
Royal College of Physicians (RCP)
Royal College of Veterinary Surgeons (RCVS)
Royal Pharmaceutical Society
Royal Veterinary College
Scottish Antimicrobial Prescribing Group
The Independent Pharmacy Federation
United Kingdom Clinical Pharmacy Association
Veterinary School, University of Liverpool
Veterinary Medicines Directorate (VMD)
Wales General Practice Representation
West Sussex CCG

Appendix A - Antibiotic Guardian Visual assets

Protective Hands KV (key visual)



Hands/AG/KAW/ lockup



Website homepage banner



Roll-out banner



T-shirt branding (example designs)



Lanyard branding (example designs)



Appendix A - Antibiotic Guardian Visual assets

General Badge



General Badge with url



Certificate 1 (for individuals)



Badge with e-bug



Badge for AG Champion



Certificate 2 (for organisations)



Email signature 1 (for individuals)



Email signature 2 (for organisations)

