

## SOUTH EAST LONDON CCG

### ANTIMICROBIAL AWARENESS CAMPAIGN '5-POINT' PLAN 2021

1. **Individualised presentation** template available for a co-ordinated and consistent AMR message across SEL for presentation to healthcare professionals (HCPs) in each borough, coinciding with World Antimicrobial Awareness Week (WAAW) – 18<sup>th</sup> to 24<sup>th</sup> November. Suggested forums for presentation include but are not limited to:
  - Practice Nurse Forums
  - PCN meetings
  - Local Pharmacy Forums/networks
  - PLT sessions
  - Council Public Health forums
  - Cross sector AMR groups
  - Any other relevant forum
  - Workplace presentations
2. Local **distribution/dissemination of the electronic resources packs** which amalgamate current resources available to help raise awareness and tackle antibiotic resistance. Suggested actions:
  - Upload electronic materials such as awareness videos and banners to a public facing Antimicrobial Awareness SEL Medicines Optimisation webpage.
  - Upload electronic promotional materials onto practice patient waiting area information screens and local practice websites.
  - Upload electronic materials to community pharmacy patient information screens and webpages, if available.
  - Order Public Health England (PHE) hard copy material (free-of-charge) from the PHE website and distribute to HCPs around the time of the awareness week.
  - Distribution and promotion of antimicrobial awareness to local schools (i.e., eBUG) via Council contacts.
  - Upload electronic materials to Trust websites, and hard copies displayed within hospital sites.
3. Actively promote the use of a local **Microguide app** and/or **local antimicrobial formularies/guidance\***, as available, in boroughs to healthcare professionals.
4. Include relevant formulary and 'antimicrobial awareness' information messages on **Optimise Rx** for prescribers when prescribing antimicrobials in primary care. i.e., for "broad spec" antimicrobials and/or UTI treatment.
5. **Workplace promotion** via local intranet sites, poster displays, championing antibiotic guardianship (if practice-based pharmacist, then to lead on this), virtual meeting backgrounds and pledging to become an antibiotic guardian.