

Think Medicines!



Cambridgeshire and Peterborough
Clinical Commissioning Group

Issue 46
November 2018

Prescribing



WORLD ANTIBIOTIC AWARENESS WEEK

12th - 18th NOVEMBER 2018

EUROPEAN ANTIBIOTIC AWARENESS DAY



A European Health Initiative

Keep Antibiotics Working

In October 2018 Public Health England (PHE) relaunched the national campaign across England, to support the government's efforts to reduce inappropriate prescriptions for antibiotics, by raising awareness of the issue of antibiotic resistance and reducing demand from the public.

Take Care - Not Antibiotics

There is evidence that the use of leaflets or booklets outlining the natural history of upper respiratory tract infections (and information about when to re-consult) can result in reduced antibiotic prescribing. Therefore the [Treating your Infection leaflet \(see overleaf\)](#) can be used as a tool to interact with patients and educate them about using antibiotics responsibly, rather than just handing it to them as a 'parting gift' in order to reduce inappropriate antibiotic prescribing. The leaflet has three main sections:

1. Patient details and prescribing decision

This section personalises the leaflet to the individual patient and is completed by the prescriber.

2. Why did you not get antibiotics today?

Use this section to provide a simple explanation of why antibiotics were not prescribed.

The table provides tick boxes to use to explain to the patient (or carer) what illness they are currently suffering from, how long their illness is likely to last. The "what can you do to ease symptoms?" and "when should you (or your child) go back to your GP practice or contact NHS 111?" section should be explained to the patient.

3. Why you should only take antibiotics when they are needed?

This section provides information to patients regarding the importance of appropriate and responsible antibiotic use. This can be explained during the consultation or referred to for the patient to read once the consultation is complete.

Further Antibiotic Awareness resources for 2018 can be accessed:

[WAAW/EAAD](#)

[PHE](#)

Sign up to be an Antibiotic Guardian [here](#).

What's the Problem?

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.

The campaign, which takes a One Health approach, calls on everyone in the UK (the public, animal and human healthcare communities) to become Antibiotic Guardians by choosing one simple pledge about how they will make better use of these vital medicines.

Cambridgeshire and Peterborough CCG is a massive outlier in England for the prescribing of broad spectrum antimicrobials. Ensure all antimicrobials are prescribed in line with the CCG Antimicrobial [Guidance](#), which will help to support a reduction in the emergence of resistance.



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Patient name

It is recommended that you self-care

Your infection

How to look after yourself
and your family

Most are
better by

When to get help

Middle-ear infection	8 days	<ul style="list-style-type: none"> Have plenty of rest. Drink enough fluids to avoid feeling thirsty. Ask your local pharmacist to recommend medicines to help your symptoms or pain (or both). Fever is a sign the body is fighting the infection and usually gets better by itself in most cases. You can use paracetamol if you or your child are uncomfortable as a result of a fever. Use a tissue and wash your hands well to help prevent spread of your infection to your family, friends and others you meet. Other things you can do suggested by GP or nurse: <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>The following are possible signs of serious illness and should be assessed urgently:</p> <ol style="list-style-type: none"> If your skin is very cold or has a strange colour, or you develop an unusual rash. If you feel confused or have slurred speech or are very drowsy. If you have difficulty breathing. Signs can include: <ul style="list-style-type: none"> breathing quickly turning blue around the lips and the skin below the mouth skin between or above the ribs getting sucked or pulled in with every breath. If you develop a severe headache and are sick. If you develop chest pain. If you have difficulty swallowing or are drooling. If you cough up blood. If you are feeling a lot worse. <p>If you or your child has any of these symptoms, are getting worse or are sicker than you would expect (even if your/their temperature falls), trust your instincts and seek medical advice urgently from NHS 111 or your GP. If a child under the age of 5 has any of symptoms 1–3 go to A&E immediately or call 999.</p> <p>Less serious signs that can usually wait until the next available appointment:</p> <ol style="list-style-type: none"> If you are not starting to improve a little by the time given in the 'Most are better by' column. In children with middle-ear infection: if fluid is coming out of their ears or if they have new deafness. Other
Sore throat	7-8 days		
Sinusitis	14-21 days		
Common cold	14 days		
Cough or bronchitis	21 days		
Other infection: days		

Back-up antibiotic prescription to be collected after days only if you are not starting to feel a little better or you feel worse.

Collect from: Pharmacy General practice reception GP, nurse, other

- Colds, most coughs, sinusitis, ear infections, sore throats, and other infections often get better without antibiotics, as your body can usually fight these infections on its own.
- Taking antibiotics encourages bacteria that live inside you to become resistant. That means that antibiotics may not work when you really need them.
- Antibiotics can cause side effects such as rashes, thrush, stomach pains, diarrhoea, reactions to sunlight, other symptoms, or being sick if you drink alcohol with metronidazole.
- Find out more about how you can make better use of antibiotics and help keep this vital treatment effective by visiting www.nhs.uk/keepantibioticsworking