

U.S. Antibiotic Awareness Week/World Antimicrobial Awareness Week, November 18-24, 2022: Partner activities submitted to CDC's Antimicrobial Resistance Coordination & Strategy Unit

Events

Minnesota Department of Health (MDH)

- **Webinars**

- **Monday, November 14, 2022, 12–1 p.m. CT (1–2 p.m. EST):** [Two Successful Veterinary Antibiotic Stewardship Initiatives: Drug Residue Prevention in Food-Producing Animals and Antibiotic Use Measurement in Dogs and Cats](#)
 - **Presenter:** Jessica Evanson, DVM, MPH; Drug Residue Prevention Coordinator, Minnesota Department of Agriculture
 - **Presenter:** Jennifer Granick, DVM, PhD, DACVIM; Associate Professor of Small Animal Internal Medicine, University of Minnesota College of Veterinary Medicine
- **Wednesday, November 16, 2022, 12–1 p.m. CT (1–2 p.m. EST):** [Contaminants of Emerging Concern in Minnesota's Surface Water: Pharmaceuticals, Personal Care Products, and Endocrine Active Chemicals](#)
 - **Presenter:** Mark Ferrey, BS, MS; Environmental Scientist, Minnesota Pollution Control Agency
- **Wednesday, November 23, 2022, 12–1 p.m. CT (1–2 p.m. EST):** [Swish and Swallow - Antibiotic Stewardship in Dentistry](#)
 - **Presenter:** Katie J. Suda, PharmD, MS, FCCP; Professor of Medicine and Pharmacy & Therapeutics and Associate Director of Center for Pharmaceutical Policy and Prescribing, University of Pittsburgh Schools of Medicine and Pharmacy

Philadelphia Department of Public Health

- **Webinar**

- **Monthly:** Long Term Care Collaborative Call
 - Visit the Philadelphia Department of Public Health's Healthcare-associated infections/Antimicrobial Resistance Collaborative [webpage](#) for more information on resources and events
 - November's Collaborative Call will feature an academic health partner who will share a 30-minute presentation on stewardship in long term care settings.

Press releases and proclamations

Minnesota Department of Health (MDH)

- **Press release**

- Share MDH's [press release](#) during USAAW [Minnesota One Health Antibiotic Stewardship: U.S. Antibiotic Awareness Week 2022](#)

- **Gubernatorial proclamation**

- View [Governor Tim Walz's proclamation](#) of USAAW in Minnesota

New York State Department of Health (NYSDOH)

- **Press release**
 - View the NYSDOH and New York *Be Antibiotics Aware* Campaign's [reminder](#) to children, pediatricians, and other healthcare providers to use antibiotics appropriately through a new poster

Social media

Children's Hospital of Philadelphia

- Follow @ChildrensPhila on [Facebook](#), [Instagram](#), and [Twitter](#) to engage with their USAAW materials and kudos to the antibiotic stewardship team

Duke Antimicrobial Stewardship and Evaluation Team (ASET)

- Follow [@Duke_ASET](#) on Twitter to engage with:
 - **Friday, November 18:** "How you can #BeAntibioticsAware?"
 - Short video of ASET team intros, sharing how they can Be Antibiotics Aware
 - **Saturday, November 19:** "Antibiotics don't treat viruses"
 - Pictures featuring the work of the micro lab, CDC [table](#) of "What's got you sick"
 - **Sunday, November 20:** "Antibiotics can cause harm"
 - Center-wide video (a la Pepto Bismol commercial) about common effects of antibiotics
 - **Monday, November 21:** Statewide spotlight
 - Please see attached file too download ASET's "Blue and White Modern Simple Health care Twitter Post" image
 - Five tips for incorporating trainees into stewardship
 - **Tuesday, November 22:** "Trainee Takeover! Involving trainees in stewardship"
 - **Wednesday, November 23:** "#WhyWednesday"
 - Please see attached graphic "Antibiotic Awareness Week" Giving Thanks" with quotes from leadership (e.g., chief quality officer, etc.) about why they are thankful for antibiotic and antifungal stewardship or why it is a worthy pursuit
 - **Thursday, November 24:** "Thanksgiving"
 - Single graphic to wish a happy holiday and thank folks for following along

Houston Health Department

- Follow Houston Health Department on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [LinkedIn](#) to engage with their social media campaign geared towards:
 - **Healthcare providers**
 - Topics include the importance of antibiotic stewardship, teamwork with antibiotic stewardship, hand washing; COVID-19 and AR, communication between providers and patients, tracking antibiotic prescribing and use, adverse events, and antibiotic stewardship in nursing homes
 - **The community**
 - Topics include explaining microorganisms, the importance of handwashing, health literacy, monitoring antibiotic use, and promoting awareness through USAAW

Maine Center for Disease Control and Prevention

- Follow [@MEPublicHealth](#) on Twitter to engage with the below content throughout USAAW:
 - Topics include vaccine preventable diseases, drug-resistant organisms, antibiotic stewardship, how bacteria can resist antibiotics, safe sex to prevent infection, and more

Minnesota Department of Health (MDH)

- Follow @mnhealth on [Facebook](#), [LinkedIn](#), [Twitter](#), [Instagram](#) to engage with the below content from MDH and in collaboration with Minnesota Department of Agriculture, Board of Animal Health, Minnesota Pollution Control Agency
 - **Tuesday, November 15, 7 p.m. EST:** [SIDP/ANA/CDC Live Twitter Chat](#) – Minnesota Department of Health participating
 - **Friday, November 18:** Social media post on health care, antibiotics FAQ
 - **Monday, November 21:** Social media post on environment, medication disposal
 - **Tuesday, November 22:** Social media post on animal health
 - **Wednesday, November 23:** Social media post on stories of antibiotic awareness

National Cattlemen's Beef Association (NCBA)

- Follow [@beefUSA](#) on Twitter to check out how NCBA is supporting appropriate antibiotic use among cattle producers

New York State Department of Health (NYSDOH)

- Follow [@NYSDOH](#) on Facebook and [@HealthNYgov](#) on Twitter to engage on educational materials and outreach for USAAW

Philadelphia Department of Public Health

- Follow [@phillyhealth](#) on Facebook and [@PHLPublicHealth](#) on Twitter to engage on educational materials and outreach for USAAW

Silver Cross Hospital

- Follow Silver Cross Hospital on [Facebook](#), [YouTube](#), [Instagram](#), and [LinkedIn](#) to engage on educational materials and outreach for USAAW

Washington State Department of Health

- Follow @WADeptHealth on [Facebook](#) and [Twitter](#) to engage on education materials for patients focused on penicillin allergies in both English and Spanish

Additional promotional outreach

Children's Hospital of Philadelphia (CHOP)

- Lighting up the CHOP building in blue
- Communicating about USAAW and its importance throughout the institution
 - Digital monitors will display graphics
 - CHOP intranet to have a banner for the week
 - Post in the weekly announcements and main intranet page
 - Antimicrobial Stewardship Program intranet site blog posts
- Developing stickers for ID fellows to distribute during consults

Duke Antimicrobial Stewardship and Evaluation Team (ASET)

- Creating a one-pager for nursing huddles
- Displaying a screensaver across the health system, and that might include some trivia for good measure
- Engaging with CDC on social media

Maine Center for Disease Control and Prevention

- Sending three letters to the newspaper editors throughout the state on topics: vaccination, how bacteria resist antibiotics, and a general introduction to antibiotic resistance
- Sending all Urgent Care Centers and Emergency Rooms a letter on the risk of drug resistance in sexually transmitted infections (STIs) and [CDC's 2021 STI Guidelines](#)
- Sending the hospitals letters on the upcoming requirement for data submission to the AUR surveillance module
- Sending a letter to the nursing homes summarizing the results from the 2022 Maine Nursing Home Stewardship Survey
- Sending dashboards to nursing homes and hospitals with aggregated data on their stewardship efforts (one hospital-specific, one nursing-home specific)
- Working on "wear light blue" materials

Minnesota Department of Health (MDH)

- **Newsletter**
 - [Subscribe](#) to MDH's One Health Antibiotic Stewardship Collaborative to engage on:
 - **Monday, October 31:** [Get Ready for Antibiotic Awareness Week](#)
 - **Monday, November 14:** Antibiotic Awareness Week Resources & Webinar Reminders
 - **Friday, November 18:** Antibiotic Awareness Week is Here
 - **Monday, November 21:** Highlight one of the [Stories of Antibiotic Use and Resistance](#)
 - **Tuesday, November 22:** Highlight one of the [Stories of Antibiotic Use and Resistance](#)
 - **Wednesday, November 23:** Highlight one of the [Stories of Antibiotic Use and Resistance](#)

New York State Department of Health (NYSDOH)

- [View NYSDOH's resources](#) on antimicrobial resistance and antibiotic stewardship

Philadelphia Department of Public Health

- Promoting USAAW content on advertising boards throughout the city and tag @PHLPublicHealth and @CDC_AR on Twitter!
- Sending quarterly newsletter focused on antibiotic stewardship in addition to mini-newsletters on infection prevention and control highlighting multidrug-resistant organisms of clinical and public health importance
- Updating the health department's [One Health webpage](#)
- Sending customized reports on antibiotic stewardship programs in skilled nursing facilities based on results from a Summer 2022 survey

Silver Cross Hospital

- The CEO of the hospital will send out an email with information on USAAW, the CMO will send to medical staff providers, and the Chair of the Antibiotic Stewardship Program will have emails to medial staff and healthcare providers.
 - All of this outreach going through their intranet
- Setting up tables outside the physician lounge (target medial staff) & the cafeteria (target hospital staff, patients, visitors, etc). Antibiotic Stewardship Program Committee members will be at each table to distribute our hospital antibiogram, CDC educational handouts on antibiotic awareness week, such as virus vs. bacteria, antibiotics aren't always the answer, and other CDC materials, etc.
 - Will have games, such as antibiotic related trivia or spin the wheel, setup at stewardship tables (Monday and Tuesday).
 - Will have a "glow germ" device at out tables, which staff and visitors can put their hands under the light and see areas of the hands not washed properly. Will promote good hand hygiene.
 - Purchased a couple hundred bags of gummy "bug" candies and going to label them with facts/key messages for providers, staff, employees, and community. The antibiotic awareness logo will also be on the labels of candy. We will use for games and handouts.
- Posting large posters on antibiotic awareness week will be posted at our employee entrance, physician lounge, and cafeteria.
- Promoting education related to antibiotic stewardship and hand hygiene, including in house CME, CDC training on stewardship, etc.
- Possibly participating in the "Go Light Blue for Antimicrobial Resistance" on November 18th by encouraging people to wear light blue (pending executive approval)

Washington State Health Department

- View the Washington State Health Department Healthcare-associate Infection/Antimicrobial Resistance Program's [webpage](#)
 - This month, the program will be sharing an article on penicillin & beta-lactam allergies and why they are a concern for healthcare professionals who want to learn more or create their own protocol/process
 - Starting good conversations with the Washington State Health Department healthcare partners on how the health department can provide support for penicillin allergy screening/testing efforts to become more widespread in Washington state.