

SOUTH EAST LONDON ANTIMICROBIAL AWARENESS CAMPAIGN '5-POINT' PLAN 2018

1. **Individualised presentations** to be delivered to HCPs in each borough around the time of the awareness week, presentation delivery will be dependent on localised meeting schedules, to:
 - Practice Nurse Forums,
 - GP Locality meetings,
 - Local Pharmaceutical Forums/networks
 - PLT sessions
 - Council forums
 - Any other relevant forum
 - Secondary care forums?

2. Local **Distribution/dissemination of the electronic resources packs** which amalgamate current resources available to help raise awareness and tackle antibiotic resistance, through:
 - Upload electronic materials such as awareness videos and banners to local CCG internet sites
 - Upload electronic materials to patient waiting area information screens and local practice websites
 - Upload electronic materials to community pharmacist floor screens and webpages, if available.
 - Order PHE hard copy material (FoC) from the PHE website and distribute to HCPs around the time of the awareness week
 - Distribution and promotion to local schools (I.e. eBUG) via council contacts
 - Upload electronic materials to secondary care websites, and hard copies displayed within hospital sites.

3. Actively promote the use of a local **Microguide app** and **local antimicrobial formularies/guidance** if available in your borough to HCPs.

4. Include 'antimicrobial awareness' information messages on **ScriptSwitch or Optimise Rx** or equivalent to prescribers when prescribing antimicrobials in primary care.

5. **Workplace promotion** via local intranet sites, poster displays, in-house presentation and championing antibiotic guardianship (if practice based pharmacist then to lead on this).