

Antibiotic Campaign 2018

Save our antibiotics - be self-care aware

The Staffordshire and Stoke-on-Trent CCGs are launching their antibiotic campaign for 2018, and the focus of the campaign is “Save our antibiotics – be self-care aware”.

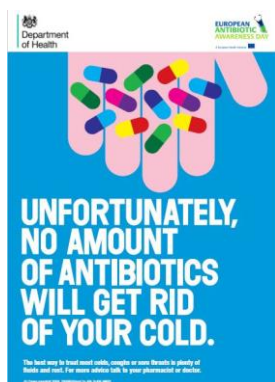
The aim of the campaign is to tackle the over-use of antibiotics and to remind patients that antibiotics will not work for most coughs, colds and sore throats. The message is that these common ailments will usually get better by themselves and to give patients an idea of how long this may take.

Last year, postcards were distributed to GP practices in North Staffordshire and Stoke-on-Trent, and this year we will be using them across the county. The aim of the postcard is to be able to give the patient something if they are not going to be given a prescription, and there is information on the card which explains that their condition should get better without antibiotics. GPs and nurses can also personalise the card, adding in the expected recovery time where it indicates “Come back and see me if you don’t feel better after _____”. We think this is important as different conditions have different expected recovery times, and this may also be affected by any other conditions the patient has.

GP practices will also receive a poster and additional leaflets to help to get the message across to patients. Follow the links to download: [Antibiotic Postcard](#), [Antibiotic Poster](#), [Managing your infections leaflet](#), [Target UTI leaflet for older adults](#).

The postcard, leaflets and poster will be delivered to GP practices by the Medicines Optimisation team during October. Please display the poster and give practice staff copies of the postcards and leaflets so that they can give them to patients where relevant.

Antibiotic poster



Antibiotic postcard (both sides)



Managing your infections



UTI leaflet for older adults (4 page leaflet – front page)

