



## Antibiotic resistance in numbers

# 25k

The number of people who die each year across Europe from infections resistant to antibiotics

A recent study showed that the likelihood of GPs prescribing antibiotics for coughs & colds increased by 40% between 1999-2011

# 40%

# 30 years

The period of time since a new class of antibiotics was last introduced despite the fact that growing numbers of infections are resistant to antibiotics

Research has shown that only 10% of sore throats and 20% of acute sinusitis benefit from antibiotic treatment but the prescription rates are much higher than this

# 10%



# €1.5 billion

Annual EU wide cost of healthcare expenses and lost productivity due to antibiotic resistant bacteria



## Public Health England

European Antibiotic Awareness Day (EAAD) is a Europe-wide initiative that takes place annually on 18 November.

Public Health England (PHE) is leading the co-ordination of EAAD activities in England in collaboration with Department for Environment, Food and Rural Affairs (DEFRA), the Department of Health, devolved administrations, and other professional organisations.

PHE have established the Antibiotic Guardian campaign to help protect antibiotics and improve knowledge about antibiotic resistance.

**You are invited to become an Antibiotic Guardian**

**As an Antibiotic Guardian, encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at**

**[www.antibioticguardian.com](http://www.antibioticguardian.com)**

**Resources and promotional materials for Antibiotic Guardian and EAAD are available via <http://bit.ly/EAAD2014>**

## Protect yourself, your family and friends against the spread of antibiotic resistance.

### Become an



# ANTIBIOTIC GUARDIAN

[www.antibioticguardian.com](http://www.antibioticguardian.com)



# What is antibiotic resistance?



## THE PROBLEM

Antibiotics treat infections by killing bacteria, but now the bacteria are fighting back. Our medicines are becoming less effective which means more deaths and more complications for people receiving treatment in hospital. We have to tackle this problem before it gets worse.



## HOW THIS HAPPENED

There are many reasons why antibiotics lose their effectiveness, but here are two key ones:

Firstly, we take medicines that we don't need. Antibiotics don't help most colds or coughs get better but we still request antibiotics for them.

Secondly, we make things worse when we don't take antibiotics exactly as prescribed for instance, missing doses. Never save antibiotics for future use or give them to someone else.



## WHAT CAN WE DO?

Antibiotic resistance is one of the biggest threats facing us today but you can help. Please visit [www.antibioticguardian.com](http://www.antibioticguardian.com) and find out about simple steps you can take to save our antibiotics.



# A world without antibiotics



## PRE-ANTIBIOTIC AGE

In a world before antibiotics, as recently as the 1930s, people often died from infections like pneumonia or meningitis. Simple medical procedures/operations were risky due to the chance of infection. Antibiotics changed that.



## ANTIBIOTIC AGE

Since the 1940s our antibiotics have allowed us to fight infections and save millions of lives. But they are becoming ineffective against many infections because we aren't using them properly.



## POST-ANTIBIOTIC AGE

If bacteria become 'resistant' to our antibiotics many routine treatments will again become increasingly dangerous. Setting broken bones, basic operations, even chemotherapy all rely on access to antibiotics that work. Antibiotic resistance is one of the biggest threats facing us today but we have a chance to fight back. Find out how at: [www.antibioticguardian.com](http://www.antibioticguardian.com)



# Antibiotic resistance

## What can I do?



## BE AN ANTIBIOTIC GUARDIAN

Antibiotics are some of our most precious medicines, used to treat both humans and animals.

The Antibiotic Guardian campaign was launched to kick-start collective action from both healthcare professionals and members of the public to work together to slow the spread of antibiotic resistance.

By pledging to become an Antibiotic Guardian you choose to perform a simple action which protects antibiotics against the threat of antibiotic resistance.



## TAKE THESE SIMPLE ACTIONS

- Don't ask for antibiotics, treat your cold and flu symptoms with pharmacist advice and over the counter medicines
- Take antibiotic exactly as prescribed, never save them for later, never share them with others
- Spread the word, tell your friends and family about antibiotic resistance



## SIGN UP AND LEARN MORE

Rally together at [antibioticguardian.com](http://antibioticguardian.com) and choose a pledge that feels right for you. Remember that your actions protect antibiotics.