

# Evaluating the impact of the KAW antimicrobial campaign among the public.

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## INTRODUCTION

Antimicrobial resistance (AMR) is a worldwide public health crisis. As part of the 5-year AMR strategy set out by the Department of Health in 2013<sup>1</sup>, Public Health England launched a campaign designed to raise awareness on appropriate antibiotic use. This study analyses how the eight-week national campaign known as the 'Keep Antibiotic Working' (KAW) campaign from 23<sup>rd</sup> of October 2017 (Public Health England 2017<sup>2</sup>) impacted on the knowledge of the public.

## AIMS

To analyse the impact of the KAW 2017 campaign on the public.

## OBJECTIVES

To measure the knowledge of the public visiting community pharmacies following the KAW campaign.

## METHOD

This study received ethics approval. The data was obtained by approaching the public in busy local areas. A questionnaire was completed face to face aimed at both male and female population over 18 years. KAW had targeted all adults especially focusing on women aged 20-45, men and women aged 50+. Data was collected January to February 2018. The study purpose was explained, and a subject information leaflet given plus some AMR information. KAW promotional material, leaflet and poster were shown to interviewees.

## RESULTS

Of the 102 questionnaires completed, 46% were male (72% West Yorkshire and 28% Sheffield/Manchester) and 54% were female (67% West Yorkshire and 33% Sheffield/Manchester). When asked to name all options that they had used to seek advice on antibiotics/infections in the last year, 42% (56/123) of actions taken sought advice from GP, 30% (37/123) of actions taken were self-care and only 5% (6/123) of actions taken were to consult a community pharmacist. Further options were NHS111, Dentist and Walk-in centre and less than 4% used the internet. Of these 102 patients asked, this equates to 51% (52/102) of patients had visited their GP in the last year to seek advice on antibiotic and infections, compared to only 6% (6/102) patients who had seen a community pharmacist.

For advice on antibiotics 77% (79/102) would never ask a community pharmacist, and 10% stated annually or less often.

17% of West Yorkshire respondents and 35% or Sheffield/Manchester respondents were aware of the national KAW campaign. Manchester previously had the same pilot campaign the year before. Overall, 24% of respondents were aware of the campaign.(fig 1.)

Only 15% of responses were from the targeted 25-35 year age group, 13% from 36-46 years age groups and 37% of total responses being from 18-24 age group (so not population representative). These are all potential parental age groups.

Of the 27% (10/37) in 18-24 age group who were aware of the campaign, 70% saw it on TV, 60% posters, 30% on billboards and 10% via social media. The TV was the most common source for the 36-46 age group at 50% (3/6), but posters were for 75% (3/4) of 47-56 age group.

## RESULTS continued

We asked participants what they had known about AMR before they took part in our survey (which was after the KAW campaign); only 7% knew a lot, 43% knew something about AMR, 20% had only heard of it and 30% had never heard of it. When we asked those who had seen the campaign if it had changed their thoughts on antibiotics, 63% said yes.

Participants were asked to list all ways in which they would change their behaviour or use of antibiotics after learning about AMR. Out of the 245 responses to this question (participants were allowed to choose more than one option) 22% of responses (55/245) were that they would now always finish a prescribed course and 22% (56/245) of responses said they would seek a pharmacist's advice on antibiotics compared to 28% (70/245) of responses that said they would see a doctor. This means, when displayed as a proportion of the 101 participants that answered this question, 69% (70/101) of patients will now seek Dr's advice on antibiotics, 54% (55/101) will now finish a course of antibiotics and 55% (56/101) will seek a pharmacist's advice. (Fig 2)

This is encouraging as promotional material for the KAW campaign did not mention pharmacists.

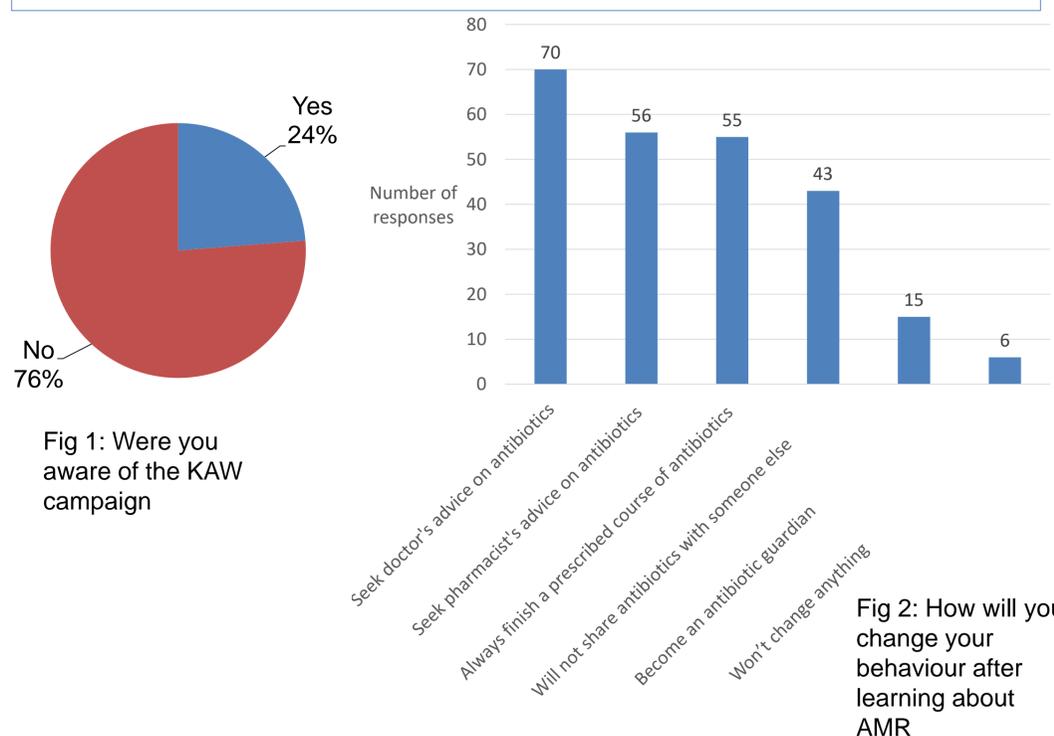


Fig 1: Were you aware of the KAW campaign

Fig 2: How will you change your behaviour after learning about AMR

## Conclusion

The KAW campaign demonstrated an improvement in the public's understanding about antibiotics. It was mainly seen on TV or posters. The study suggests that following the KAW campaign there may be a change in behaviour of the public around finishing the course of antibiotics and seeking advice from pharmacists which may have a future impact on AMR. Repeat exposure to a campaign appears to increase recall.

There was some inconsistency in the results – suggesting that patients recollection of events (e.g. number of visits to a pharmacy to discuss antibiotic/infection) may not be consistent.

## REFERENCE

<sup>1</sup> Department of Health. 2013. UK 5 Year Antimicrobial Resistance Strategy. <https://www.gov.uk/government/publications/uk-5-year-antimicrobial-resistance-strategy-2013-to-2018> (accessed 24 May 2018)

<sup>2</sup> Public Health England (n.d). *Keep Antibiotics Working*. Retrieved from <https://campaignresources.phe.gov.uk/resources/campaigns/58-keep-antibiotics-working/Overview> (accessed 24 May 2018)