

Analysis of the use of educational material available for community pharmacists from the KAW campaign.

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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 2013¹, Public Health England (PHE) launched a campaign designed to raise awareness on appropriate antibiotic use. This study assesses how the educational materials available during the eight-week national 'Keep Antibiotic Working' (KAW) campaign from 23rd of October 2017 (Public Health England 2017²), were used and impacted on the work of community pharmacists.

AIMS

To analyse the use and impact on community pharmacists of the educational materials of the 2017 KAW campaign.

OBJECTIVES

To obtain feedback from the community pharmacy teams regarding the educational materials related to antimicrobials in the KAW antimicrobial campaign.

METHOD

This study received ethical approval. Piloted questionnaires were posted to community pharmacies throughout West Yorkshire at the beginning of January 2018 for a 4 week data collection period. A pre-paid envelope and subject information sheet about the KAW campaign and project was included and replies were monitored. Following an initial low number of responses, pharmacies who had not responded were re-sent the questionnaire and information material.

RESULTS

A total of 107 questionnaires were posted out and 24 (22%) were returned. When asked if the team was aware of the 8 week KAW campaign in October 2017, 92% said yes (Figure 1), and 58% saw the campaign saw it on TV.

The campaign was also seen at the Chemist and Druggist website and via promotional material sent by the local council and by NHS England.

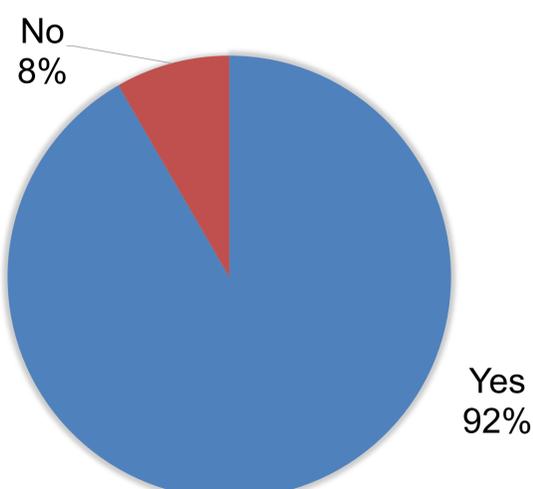


Figure 1 – Was the pharmacy team aware of the KAW campaign

RESULTS continued

83% (20/24) of pharmacies participated in the campaign. 41% of the pharmacies stocked the Keep Antibiotic Working leaflets, 66% displayed KAW campaign posters. 29% only spoke to patients about the campaign. However 8% used their own leaflets, as it was difficult to get campaign material from the PHE website.

Of those that did not take part, 8% did not know about it, and 8% did not order any materials.

There was some engagement from patients: 25% of pharmacies said patients had asked about the campaign.

The community pharmacists did not think that the KAW campaign had increased patient interest about antibiotic use: 38% thought it had not improved and 50% indicated they thought it had not made any difference (Figure 2). Overall, only 13% of pharmacists thought the campaign was worthwhile.

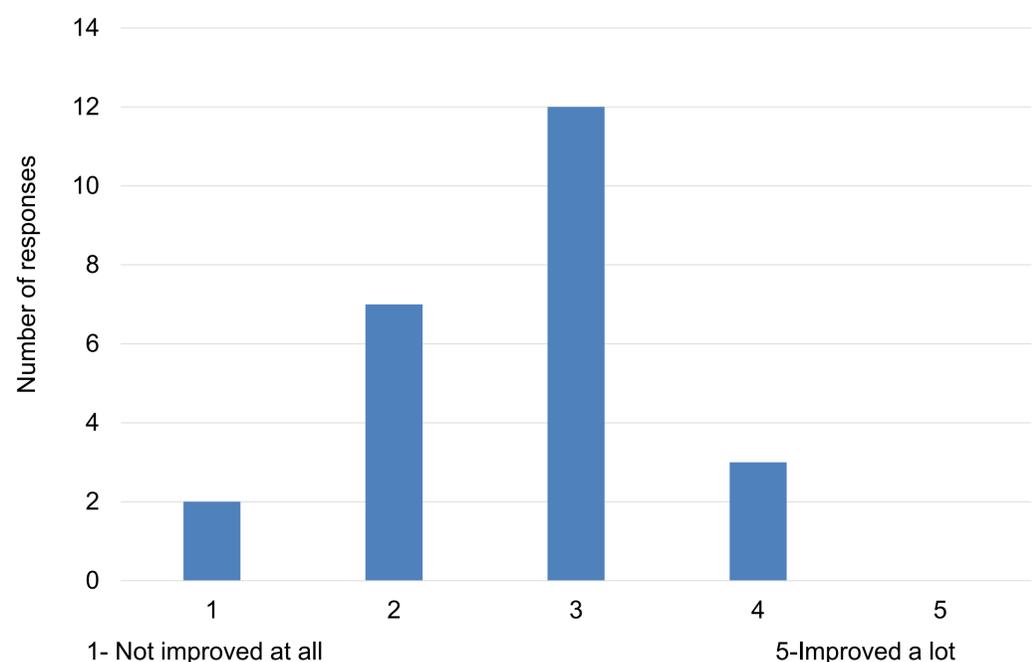


Figure 2 – Community pharmacists views about whether the KAW campaign improved patient queries about antibiotic use.

CONCLUSION

From a small sample of community pharmacies, most had taken part in the KAW campaign. A small proportion had not heard of the campaign or had not registered and to get materials from the PHE website to run the campaign.

REFERENCE

¹ 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)

² 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)