



U.S. Antibiotic Awareness Week and World Antimicrobial Awareness Week 2022

Planned activities and products

U.S. Centers for Disease Control and Prevention
October 27, 2022

Agenda

Welcome (5 minutes), Stefanie McBride

Associate Director for Policy + Partnerships (Acting), CDC's Antimicrobial Resistance Coordination and Strategy Unit (ARX)

Overview of U.S. Antibiotic Awareness Week activities (5 minutes), Amy Motteram

Lead Communications Contact for USAAW/WAAW, ARX

Overview of products focused on human health care (15 minutes), Vanessa Iheanachor

Antibiotic Use Communications Lead, CDC's Division of Healthcare Quality Promotion

Q&A (7 minutes) Vanessa Iheanachor

Overview of products across One Health (17 minutes), Amy Motteram

Q&A (8 minutes), Amy Motteram, Q&A from the audience

Wrap-Up (3 minutes), Stefanie McBride

Welcome

U.S. Antibiotic Awareness Week

November 18-24, 2022

U.S. Antibiotic Awareness Week (USAAW) and World Antimicrobial Awareness Week (WAAW) are opportunities to highlight the importance of improving antibiotic and antifungal use, to raise awareness of antimicrobial resistance (AR), and to learn how we can combat this global threat.

AR is a One Health problem—the health of people is connected to the health of animals, the environment, and plants.

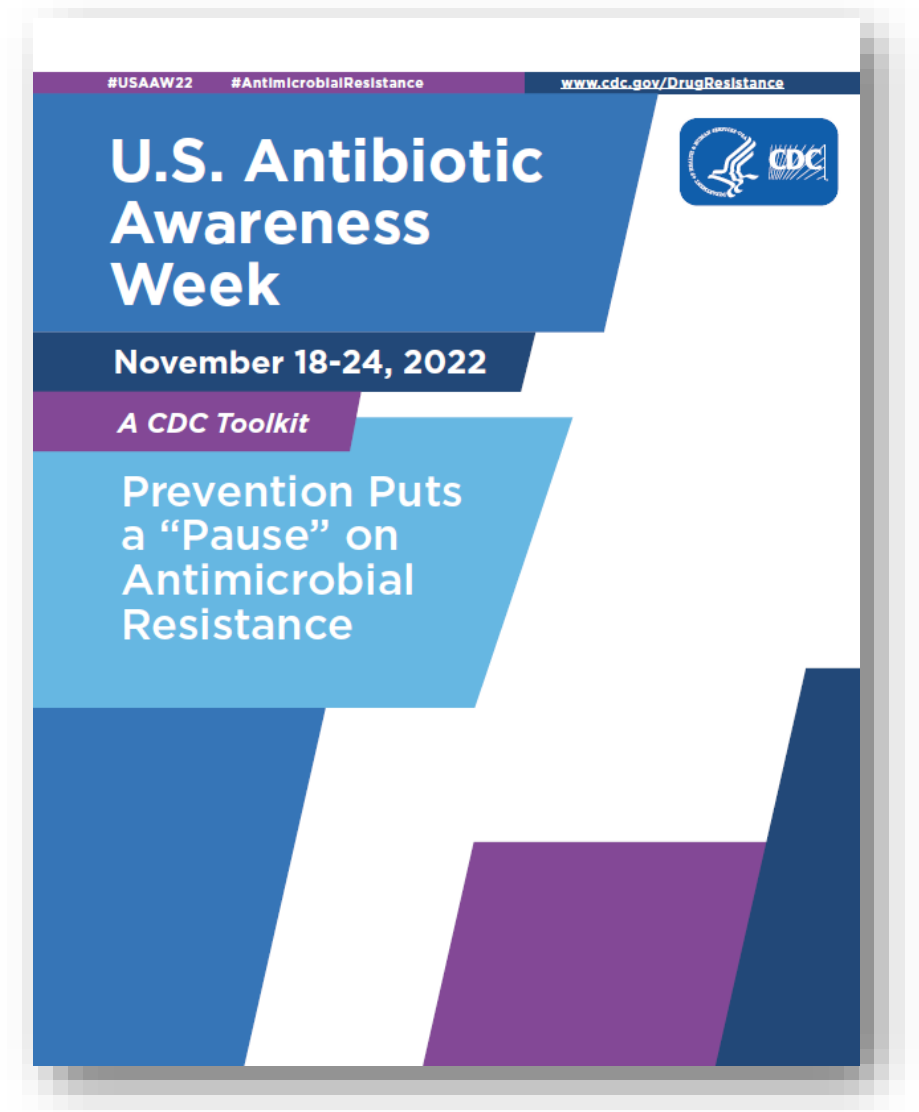
Messaging overview

Help CDC re-promote recent core releases that underscore the importance of prevention actions, including infection prevention in health care, developing prevention products, and prevention actions across One Health.



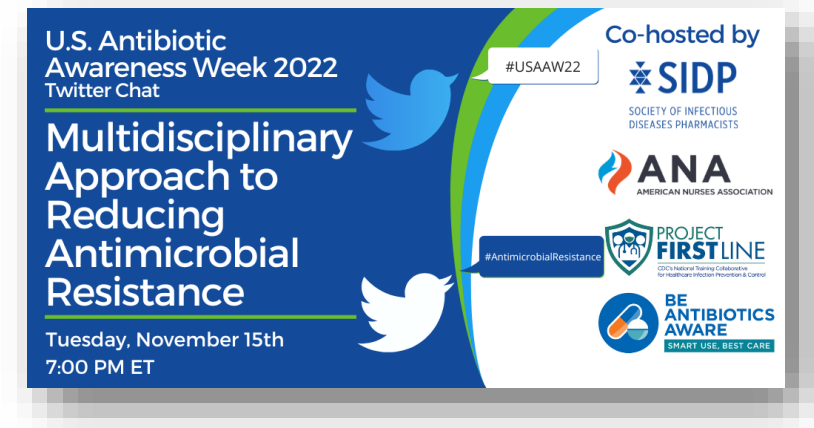
CDC toolkit

- Key messages
- Social media messages
- Know the Facts! A fact sheet about antibiotic and antifungal use
- Information to stay informed all year
- How to participate in USAAW



Activities

- Go Light Blue for Antimicrobial Resistance, November 18
 - Individuals, companies, and communities can:
 - Wear light blue
 - Light up buildings and landmarks in light blue
 - Share pictures on your social media, tagging #AntimicrobialResistance, #USAAW22, #WAAW, and #blueforAR so we can also support on [@CDC_AR](#)
- Twitter Chats
 - Society of Infectious Disease Pharmacists/American Nursing Assoc./CDC Live Twitter Chat, Tuesday, November 15, 7 p.m. EST
 - Topic: Multidisciplinary Approach to Combating Antimicrobial Resistance
 - Join the conversation [@SIDPharm](#), use #AntimicrobialResistance and #USAAW22
 - 24-hour Global Twitter Conversation/Relay, Friday, November 18
 - Topics will cover antimicrobial resistance and one health
 - #AntimicrobialResistance, #WAAW
- Print/Digital Media
 - Pursuing media opportunities and placements featuring CDC subject matter experts across the one health



Activities, continued

- Webinars

- American Society of Health-System Pharmacists, November 15, 2022, 3 p.m. EST
 - Topic: CDC update; Dogmas of Antimicrobial Stewardship, featuring: Arjun Srinivasan, Emily Spivak, Jesse Sutton
 - Open to ASHP members only, register: <https://www.ashp.org/professional-development/webinars/free-live-webinars>
- CDC/Health Resources and Services Admin. Federal Office of Rural Health Policy: 3-4 p.m. EST, November 16
 - Topic: 4 Movements of Antibiotic Decision-Making in Critical Access Hospitals, featuring: Sara Cosgrove, Pranita Tamma
 - Register: https://cdc.zoomgov.com/webinar/register/WN_HlPG0MJKSfGxiIW9yiYVGg
- Vizient/Joint Commission, Thursday, November 17, 2 p.m. (available for Vizient members only)
 - Topic: CDC update; The Joint Commission, featuring: Arjun Srinivasan, Tina Cordero

- Podcasts

- American Society of Health-System of Pharmacists, Saturday, November 19
 - Topic: *Be Antibiotics Aware*: Pharmacists Leveraging the NHSN AU Option, featuring Libby Dodds Ashley, Chris Evans, Amy Webb and Melinda Neuhauser
 - Free to listen: <https://www.ashp.org/professional-development/ashp-podcasts/hot-topics-in-pharmacy-practice>

Topic: Human Health Care

- New and Recently Updated Resources
 - NEW [2022 Update – Antibiotic Use in the United States: Progress and Opportunities](#)
 - UPDATED Common Illness Webpages in [English](#) and [Spanish](#)
 - NEW and UPDATED [Patient](#) and [Healthcare Professional](#) materials available for download and [ordering](#), including but not limited to:
 - [NH Effective Communication Toolkit](#)
 - [Community Pharmacist Materials](#)
 - UPDATED [Partner Toolkit](#) and [Get Involved](#) Webpages
 - UPDATED [Antibiotic Use and Stewardship Antibiotic Resistance and Patient Safety Portal \(ARPSP\) website](#)
 - Hospital core elements (will include Priorities for Hospital Core Element Implementation and SAAR distributions) and nursing home core elements
- Coming soon!
 - UPDATED [Common Illness Graphics](#)
 - Including Flu, COVID-19, Chest Cold, and Common Cold
 - NEW Priorities for Hospital Core Element Implementation



www.cdc.gov/antibiotic-use

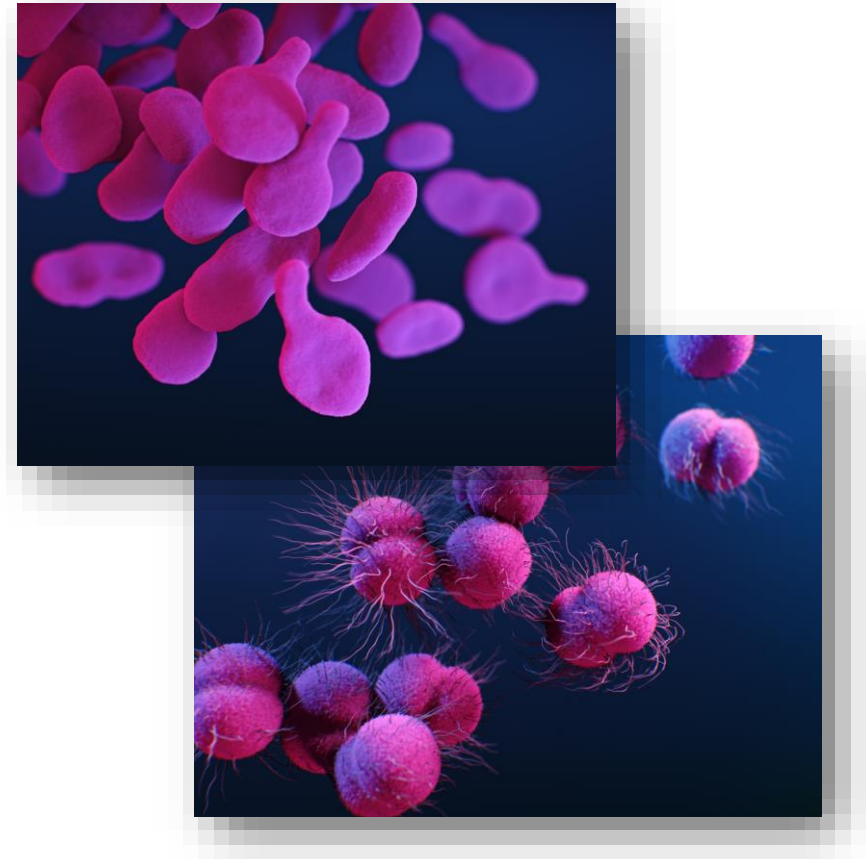
Questions

Any questions about the human health care products Vanessa shared?

If you have any questions that weren't answered, please email arx@cdc.gov.

Topic: Drug-resistant STDs

- NEW REDCap forms
 - Forms that healthcare providers, laboratorians, and others can use to report suspected cases of gonorrhea and *Mycoplasma genitalium* (*Mgen*) treatment failures to CDC
 - These forms will be available from the [CDC STD website](#).
 - Quickly reporting these suspected cases is integral to rapidly detecting and responding to treatment failures for gonorrhea and *Mgen*.
- NEW *Mgen* content
 - Including fact sheets
 - These fact sheets will provide more information about *Mgen* for clinicians and individuals who may not know as much about this sexually transmitted infection (STI), as well as highlight the importance of properly treating *Mgen* based on the [2021 STI Treatment Guidelines](#)
- Both the forms and new website content are tentatively set to launch later next month in time for USAAW



*REDCap stands for Research Electronic Data Capture

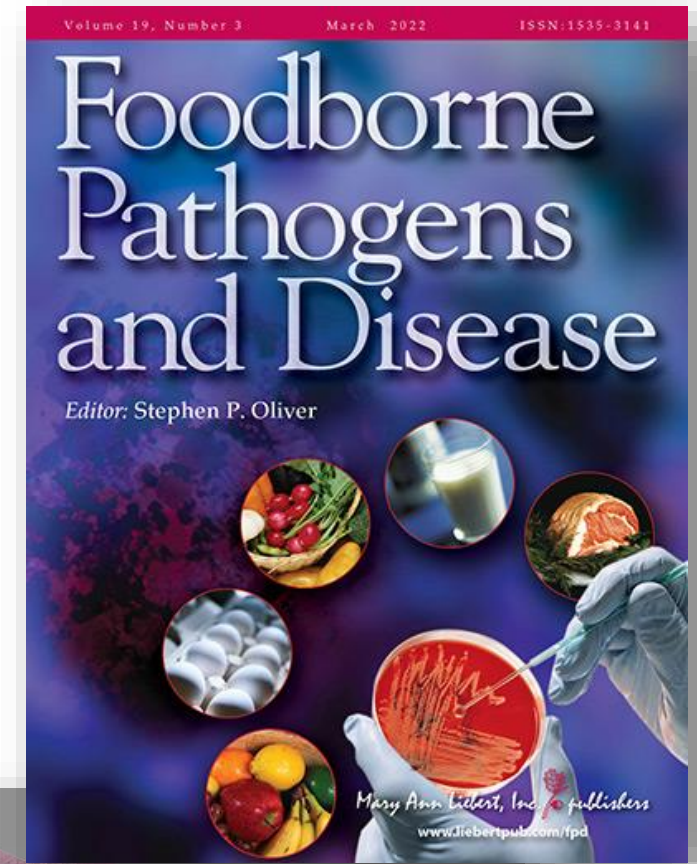
Topic: Drug-Resistant/Latent TB

- In February 2022, CDC released provisional guidance for a regimen to treat pre-extensively drug-resistant TB disease and extensively drug-resistant TB disease:
 - [“Provisional Guidance for the Use of Pretomanid as part of a Regimen \[Bedaquiline, Pretomanid, and Linezolid \(BPaL\)\] to Treat Drug-Resistant Tuberculosis Disease”](#)
 - The new provisional guidance includes considerations on administration, precautions and adverse event monitoring, and microbiologic monitoring
- CDC's [Think. Test. Treat TB](#) campaign aims to raise awareness about the link between latent TB infection and TB disease by encouraging patients and healthcare providers to:
 - Think about the risk factors and talk about TB
 - Test for TB infection
 - Treat latent TB infection to prevent the development of TB disease



Topic: Foodborne Resistance Threats

- ROCKer tool:
 - [ROCKer Models for Reliable Detection and Typing of Short-Read Sequences Carrying B-Lactamasae Genes](#)
 - DFWED researchers are developing profiles to identify AR genes out of complex samples (like stool) using a bioinformatics tool called ROCKer. They have created profiles to accurately identify beta-lactamase genes and are adding profiles for colistin- and macrolide-resistance genes.
- [Outbreak of Multidrug-Resistant *Salmonella* Heidelberg Infections Linked to Dairy Calf Exposure, United States, 2015-2018](#)
- Travel Health Notice, September 2022
 - [A Strain of Multidrug-Resistant *Salmonella* Newport in Mexico - Watch - Level 1, Practice Usual Precautions - Travel Health Notices | Travelers' Health | CDC](#)



Questions covering STD, TB, or Foodborne

Any questions about the products Amy shared?

If you have any questions that weren't answered, please email arx@cdc.gov.

RECAP! How do I get involved?

- Download and share the U.S. Antibiotic Awareness Week toolkit
- Go Light Blue for Antimicrobial Resistance
 - Individuals, companies, and communities can:
 - Wear light blue
 - Light up buildings and landmarks in light blue
 - Bring light blue to your online presence by share pictures on your social media, tagging #AntimicrobialResistance, #USAAW22, and #blueforAR
- Join the SIDP/ANA/CDC Live Tweet conversation on a multidisciplinary approach to antimicrobial resistance in health care on Tuesday, November 15 at 7 p.m. EST, [@SIDPharm](#)
- Join the 24-Hour Global Twitter Conversation on Friday, November 18
 - Use #WAAW and #AntimicrobialResistance official hashtags!
 - Join participating partners: [@CDC_AR](#), [@ChiefScienEA](#), [@EFSA_EU](#), [@UKHSA](#), [@EC_HERA](#), [@HHS_Global](#), [@NIAIDNews](#), [@BARDA](#), [@GovCanHealth](#), [@GouvCanSante](#)

RECAP! How do I get involved? cont'd.

- Use social media to spark conversation on Facebook, Twitter, Instagram, and LinkedIn
 - Follow [@CDC_AR](#)
 - Use the official hashtags: #AntimicrobialResistance, #USAAW22, or #BeAntibioticsAware
- Download, share, and distribute *Be Antibiotics Aware* educational materials, for [patients/families](#) and [healthcare professionals](#)
- View the *Be Antibiotics Aware* [partner toolkit](#) for key messages, sample social media posts, graphics, materials, and more
- Sign-up for [our listserv](#) to stay informed on the latest information covering antimicrobial resistance and antibiotic use

Next steps

- October 28: CDC's Antimicrobial Resistance Coordination and Strategy Unit Partnership and Policy Team will send a follow-up email with today's slides
- November 3: Send ARX@cdc.gov your USAAW/WAAW activities that can be considered for inclusion in a list of all partner activities, so CDC or other partners can amplify your activities
- November 7: CDC's Antimicrobial Resistance Coordination and Strategy Partnership and Policy team will send a follow-up email with shared partner activities and link for the toolkit

Stay up to date with the latest AR information and events



@CDC_AR



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