



U.S. Antibiotic Awareness Week and World Antimicrobial Resistance Awareness Week 2023

Planned activities and products

U.S. Centers for Disease Control and Prevention
September 12, 2023

Agenda

Welcome (5 minutes), Heather Ewing Ogle

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

Overview of Awareness Week themes & activities (8 minutes), Stefanie McBride

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

Overview of products focused on human health care (20 minutes), Vanessa Iheanachor

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

Overview of products across One Health (20 minutes), Amy Motteram

CDC's Antimicrobial Resistance Coordination and Strategy Unit (ARX)

Wrap-Up (3 minutes), Stefanie McBride

Welcome

U.S. Antibiotic Awareness Week

November 18-24, 2023

WORLD



AMR

AWARENESS WEEK

18-24 NOVEMBER

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

CDC defines health equity: The state in which everyone has a fair and just opportunity to attain their highest level of Health. Achieving this requires focused and ongoing societal efforts to address historical and contemporary injustices; overcome economic, social, and other obstacles to health and healthcare; eliminate preventable health disparities.

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

USAAW: Improve Antibiotic Use, Improve Health Equity

- Less than optimal prescribing of antibiotics may negatively impact health outcomes in some populations
 - Increase in antimicrobial resistance
 - Increase in antibiotic-associated adverse events
- Health disparities associated with antimicrobial-resistant threats exist across all social determinants of health, including health care, the food supply, and the community
- Health Equity and Antibiotic Prescribing in the United States: A Systematic Scoping Review ([Open Forum Infectious Diseases \[OFID\]](#))
 - Prescribing behavior varies by clinician and patient characteristics
 - Shows an importance on integrating health equity into antibiotic stewardship policies, practices, and research

USAAW: Improve Antibiotic Use, Improve Health Equity Pg. 2

- A renewed focus on antibiotic stewardship will help optimize the diagnosis and treatment of infections, ensure patient safety, and combat antimicrobial resistance
- Preventing infections is one of the best ways to improve antibiotic/antifungal use and protect populations who are disproportionately affected by antimicrobial resistance
- Infection prevention practices make a difference:
 - Keep your hands clean
 - Stay up to date on recommended vaccines
 - Ask your healthcare provider or veterinarian about best treatment when you or pet are sick
 - Prepare food safely to avoid foodborne infections

USAAW: Improve Antibiotic Use, Improve Health Equity Pg. 3

- We know that more research and action is needed to fully understand potential disparities related to AR and this is a priority for CDC.
- CDC is working across programs like:
 - [Project Firstline](#) is addressing training gaps for healthcare workers from diverse educational and training backgrounds
 - The [Antimicrobial Resistance Laboratory Network](#) to analyze patient demographic data alongside laboratory test results to provide a more comprehensive picture of antimicrobial resistance in certain populations
 - The [National Healthcare Safety Network](#) (NHSN) to provide patient demographic data for future analysis and drive improvement in health care quality
- Through this work and more, CDC is addressing antimicrobial resistance and health equity as part of [CDC's CORE Initiative](#), an agency-wide strategy to increase equity across public health.

HEALTH EQUITY AND ANTIBIOTIC RESISTANCE

Antibiotic resistance (AR) can affect people at any stage of life and is an issue across One Health. Many risks for AR infections are tied to social determinants of health (SDoH) - where you live, environmental exposures, how often you engage with health care, quality of care received, and socioeconomic and other factors that contribute to disparities in health outcomes.

CDC Goals for Health Equity and AR across One Health

Health Care Community Environment

CDC is addressing AR health equity as a part of CDC's [CORE Initiative](#), an agency-wide strategy to increase equity across public health, through the following goals:

- More systematically expand the collection of disparities- and equity-focused data across multiple surveillance and data collection efforts to improve antibiotic use (AU) and reduce AR in disproportionately affected populations.
- Continuing to characterize health inequities related to key bacterial pathogens across incidence, infection outcome, and antibiotic resistance at a geospatial level, linking inequities to SDoH indicators.
- Supporting infection control and patient safety efforts including support to states to address health disparities related to AR pathogens and antibiotic use.
- Addressing educational needs that impact diverse frontline healthcare workers' ability to protect themselves and their patients from infections.
- Focusing on strategies to address disparities in quality of care in long-term care.

CDC addressing AR and Health Equity

- PROJECT FIRSTLINE** Project Firstline supports and designs infection control resources for a diverse range of ethnicities, languages, professional roles and educational levels within the healthcare community.
- ARLABnetwork** The Antibiotic Resistance Laboratory Network works with state public health laboratorians and epidemiologists to link additional variables (e.g., demographic/epidemiological details) to laboratory test results that can be used to inform potential disparity efforts at the local and state levels.
- NHSN** The National Healthcare Safety Network (NHSN), the nation's most comprehensive and established system to capture and analyze data on emerging and enduring healthcare threats, provides precise and actionable patient demographic data, including gender identity variables and vulnerability indices for future analysis.

Learn more: www.cdc.gov/DrugResistance

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

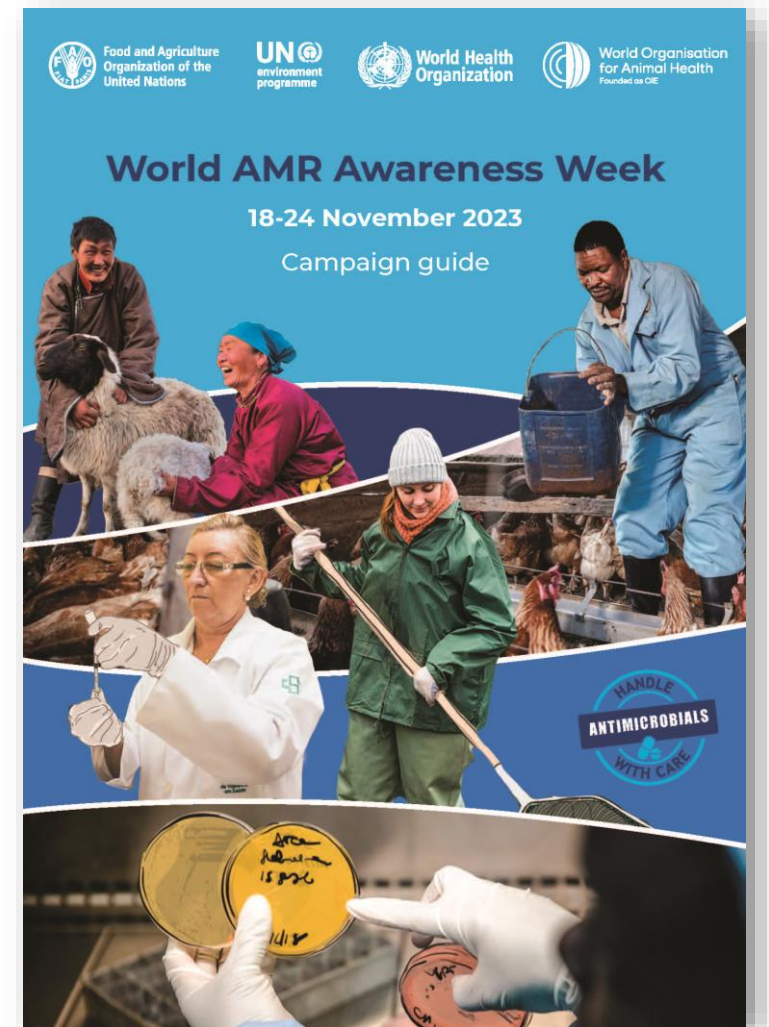
CS23748-A

🌐 WAAW: Preventing Antimicrobial Resistance Together

- Continuing the theme from 2022
- WHO World AMR Awareness Week [webpage](#)
 - [Campaign Guide](#)
 - [Go Blue for AMR](#)
 - [Campaign Resources](#)

What does preventing antimicrobial resistance together mean to CDC?

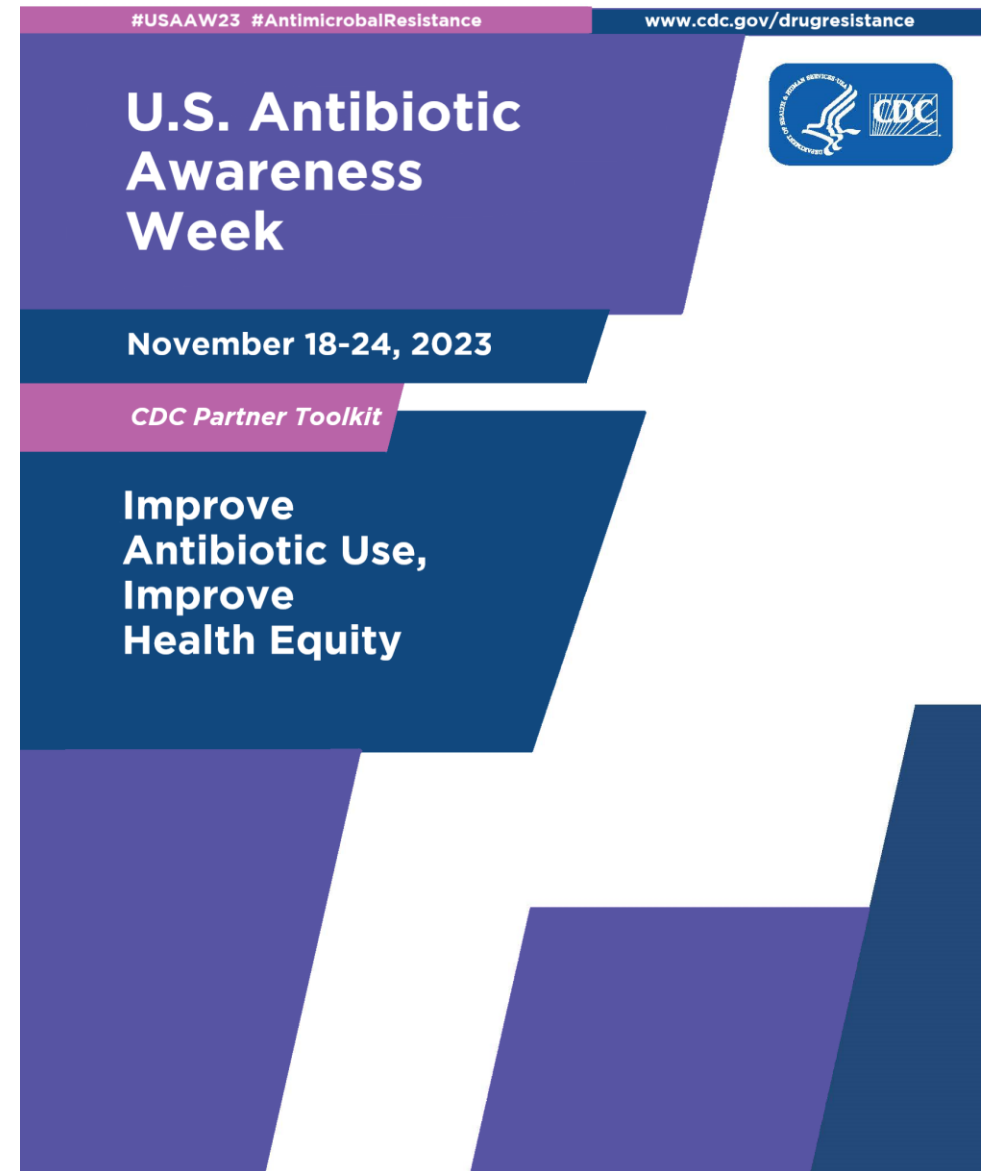
It means trying to prevent transmission and infections in the first place.



CDC toolkit

- Key messages
- Social media messages
- Information to stay informed all year
- **Go Purple** campaign
- How to participate in USAAW

*Link will be provided in follow-up email on Sept. 26.



Activities

- November 18-24, **Go Purple** for USAAW
 - Individuals, companies, and communities can:
 - Share pictures on social media, tagging **#AntimicrobialResistance**, **#USAAW23**, and **#PurpleForAR** so we can amplify on [@CDC_AR](#)
 - Wear **purple**
 - Light up buildings and landmarks in **purple**
- X (formerly known as Twitter) Chats
 - Tuesday, November 14, 7 p.m. EST, Society of Infectious Diseases Pharmacists/Society for Healthcare Epidemiology of America/CDC/American College of Clinical Pharmacy Infectious Diseases Practice and Research Network Live X Chat
 - Topic: Antibiotic Equity Chat: A discussion on the pursuit of optimal antibiotic use for all
 - Join the conversation [@SIDPharm](#), use **#AntimicrobialResistance** and **#USAAW23**, **#ABXeconomy**
 - Thursday, November 16, 10 a.m. (tentative), Global X Storm/Relay
 - 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

- Tuesday, November 14, 2 p.m. EST, Urgent Care Association
 - Topic: Improving antibiotic use in urgent care settings, featuring: Memo Sanchez, Patrick Dolan
- Tuesday, November 14, 3-4 p.m. EST, CDC/Health Resources and Services Admin. Federal Office of Rural Health Policy
 - Topic: National Healthcare Safety Network Antibiotic Use Option: Using Data for Action in Critical Access Hospitals, featuring: Amy Webb, Marc Meyer, Keriann Bennett, Libby Dodds-Ashley
 - Register: https://cdc.zoomgov.com/webinar/register/WN_FDSZh8hdR7KzmSpMN1b1tw
- Wednesday, November 15, 2022, 3 p.m. EST, American Society of Health-System Pharmacists
 - Topic: Antibiotic Stewardship 2023: CDC Updates and Case Examples using National Healthcare Safety Network Antimicrobial Use Option featuring: Arjun Srinivasan, Libby Dodds-Ashley, Travis Jones
 - Open to ASHP members only (will be recorded for CE portal to view after live event)
 - Register: <https://register.gotowebinar.com/register/3996523990027054172>

Activities, con't

- Podcasts

- American Society of Health-System of Pharmacists, Monday, November 20
 - Topic: Core Elements of Antibiotic Stewardship for Health Departments, featuring Destani Bizune, Sarah Kabbani, Melinda Neuhauser, Mandana Naderi, Shaina Bernard
 - Free to listen: [Hot Topics in Pharmacy Practice](#)

- Trainings

- “Advancing Health Equity through Antimicrobial Stewardship” workshop with The Society for Healthcare Epidemiology of America, Wednesday, September 6

Topic: Human Health Care



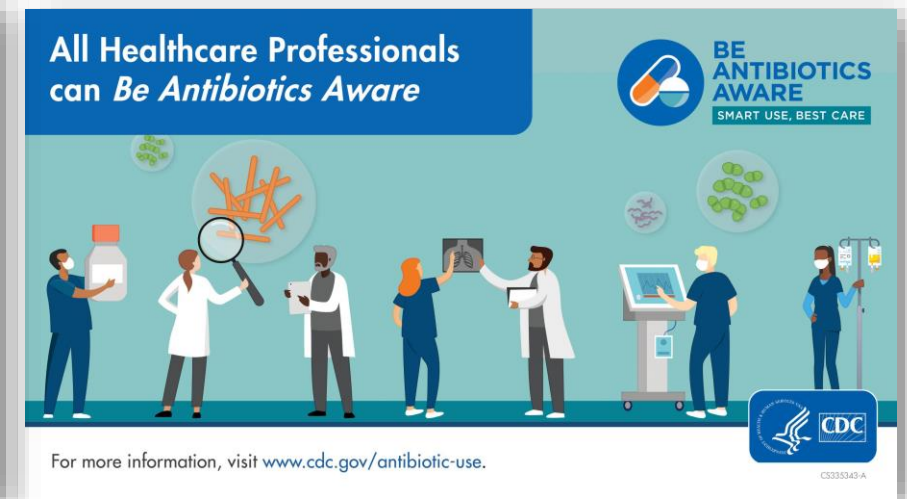
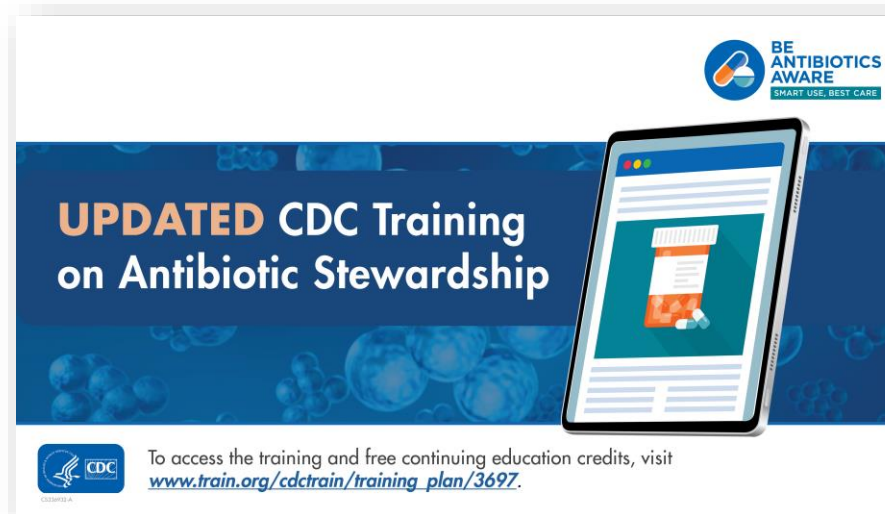
- Antibiotic prescribing behavior varies by patient race and ethnicity, sex, age, socioeconomic factors, geography, and clinician age, specialty, and healthcare setting, highlighting need for combined stewardship activities for quality improvement with a focus on health equity.
- New and Recently Updated Resources
 - UPDATED [Be Antibiotics Aware Partner Toolkit](#) and [Get Involved](#) Webpages
 - Antibiotic Stewardship Resource [Bundles](#) for HCPs
 - NEW [2023 Update – Antibiotic Use in the United States: Progress and Opportunities](#)
 - UPDATED [Core Elements of Hospital Antibiotic Stewardship Programs in Hospitals](#)
 - NEW [Priorities for Hospital Core Element Implementation](#)
 - COMING SOON! Priorities Carousel Graphic
 - [Patient](#) and [Healthcare Professional](#) materials available for download and [ordering](#), including but not limited to:
 - Patients/Families
 - [Do You Need Antibiotics From Your Dentist?](#)
 - [Preventing and Treating Common Cold](#)
 - [Preventing and Treating Bronchitis](#)
 - Healthcare Professionals
 - [Dentists: Be Antibiotics Aware – Treating Patients with Dental Pain and Swelling](#)



Topic: Human Health Care Continued



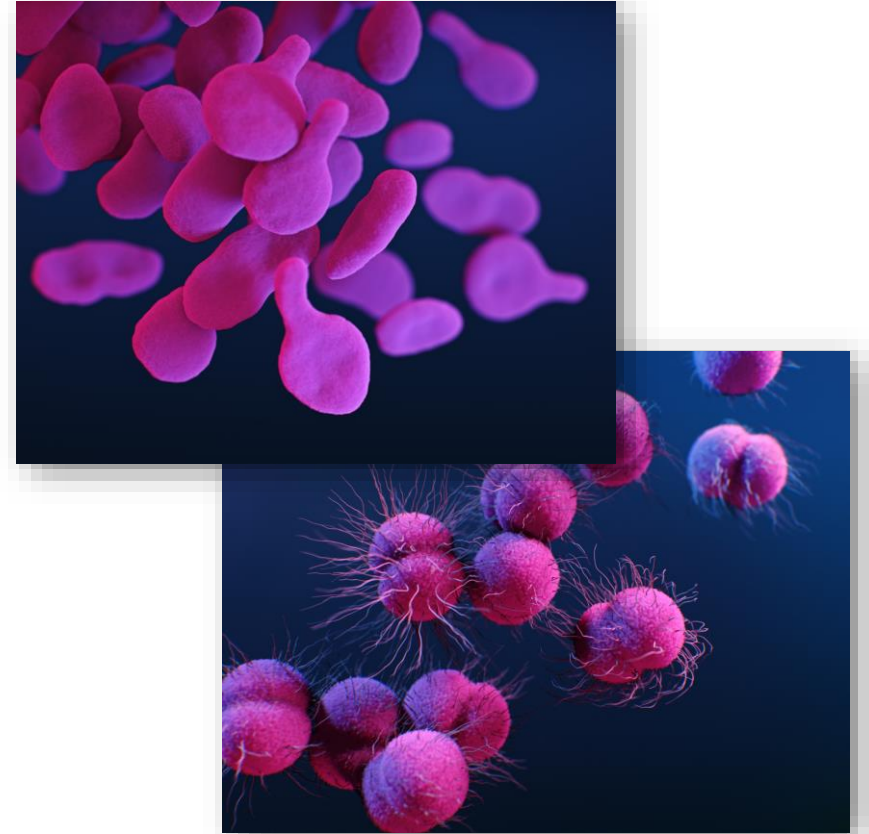
- UPDATED [CDC Training on Antibiotic Stewardship courses](#) for Healthcare Professionals
- NEW [Core Elements of Antibiotic Stewardship for Health Departments](#)
- NEW [Spanish translation](#) available of [Core Elements of Human Antibiotic Stewardship Programs in Resource-Limited Settings](#)
- COMING SOON! Community-Acquired Pneumonia Pathway, Infectious Diseases Society of America Clinical Pathway Guidance document



www.cdc.gov/antibiotic-use

Topic: Drug-resistant STDs

- *Mycoplasma genitalium* (*Mgen*) disproportionately affects Black people than White people, and rates are higher non-Hispanic than Hispanic people; also men who have sex with men
- Gonorrhea disproportionately affects Black people, and men who have sex with men
- Released Since Last USAAW
 - [Suspected Gonorrhea Treatment Failure Consultation Form](#)
 - [Mycoplasma genitalium \(Mgen\) Treatment Failure Registry](#)
- Promotional activities will include:
 - Social media posts



Topic: Drug-resistant Tuberculosis

- TB disproportionately affects some groups depending on various demographics, and medical and social risk factors.
- The 2022 edition of *Reported Tuberculosis in the United States*, the full report, is tentatively scheduled for release in November and will include data on drug-resistant TB.
- Promotional activities will include:
 - Web updates
 - Social media posts on Facebook, X (Twitter), Instagram, and LinkedIn
 - Partner communications



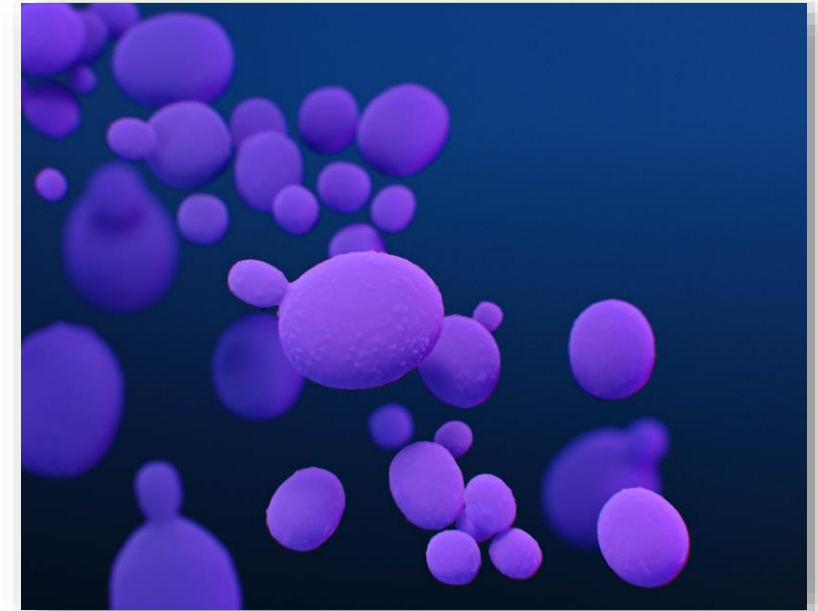
Topic: Antimicrobial-resistant *Shigella*

- Recent reports have shown increases in antimicrobial-resistant [*Shigella*](#) infections among high-risk adult populations, including:
 - [Gay, bisexual, and other men who have sex with men \(MSM\)](#)
 - [People experiencing homelessness](#)
 - [International travelers](#)
 - People living with HIV
- CDC recently highlighted the emergence of extensively drug-resistant (XDR) shigellosis in the United States through a [2023 Health Alert Network \(HAN\) update](#) and [Clinician Outreach and Communication Activity \(COCA\) call](#).
- Promotional activities will include:
 - Social media posts



Drug-resistant *Candida auris* (*C. auris*)

- Most commonly impacts patients with severe underlying medical conditions and requiring complex medical care.
- Recent Release:
 - *Candida auris*—Associated Hospitalizations, United States, 2017-2022
 - *C. auris* hospitalizations primarily occurred among non-Hispanic White patients (60%). Non-Hispanic Black patients more frequently had BSI than did other races/ethnicities (39% vs. 29%; $p = 0.022$) [[Benedict et al EID 2023](#)]
- Upcoming release:
 - *C. auris* cases reported in people who are incarcerated in correctional facilities, particularly in those with established *C. auris* risk factors and healthcare encounters in high burden areas. [Hennessee EIN TBD]
- Unfortunately, information collected through existing surveillance is limited but will hopefully expand and improve.



- Promotional activities will include social media posts on X (Twitter)

RECAP! How can I get involved?

- Download and share the U.S. Antibiotic Awareness Week toolkit
- **Go Purple** for Antimicrobial Resistance
 - Individuals, companies, and communities can:
 - Wear **purple**
 - Light up buildings and landmarks in **purple**
 - Bring **purple** to your online presence by sharing pictures on your social media, tagging **#AntimicrobialResistance**, **#USA AW23**, and **#PurpleForAR**
- Join the SIDP/SHEA/CDC/ACCPIDPRN Live X (formally Twitter) conversation on health equity and the pursuit of optimal antibiotic use for all Tuesday, November 14 at 7 p.m. EST, [@SIDPharm](#)
-  Join the Global X (formally Twitter) Storm on Thursday, November 16, 10 a.m. EST
 - Date and time are still tentative
 - CDC will post on [@CDC_AR](#)
 - Use **#WAAW** and **#AntimicrobialResistance** official hashtags!

RECAP! How can 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, #USAAW23, 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
- Email ARXPolicy@cdc.gov and Share your organization's USAAW/WAAW activities to be considered for inclusion in a list of partner activities

Next steps

- September 12: CDC's Antimicrobial Resistance Coordination and Strategy Unit Partnership and Policy Team will send a follow-up email with today's slides
- September 12-September 21: Send ARXPolicy@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
- September 26: 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
- October 18: First email from Antimicrobial Resistance/Antibiotic Use listserv to be sent to promote USAAW
- November 18-24: U.S. Antibiotic Awareness Week/World AMR Awareness Week

Stay up to date with the latest AR information and events



@CDC_AR



Join our email distribution list: <https://bit.ly/ARlistserv>

