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Contribution by community pharmacies to rational use of antibiotics

Jūratė Švarcaitė Mpharm MSc, Secretary General



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1959

2015

- 400.000 Community Pharmacists in Europe,
- 160.000 Community Pharmacies in Europe,
- 46 million citizens visit a pharmacy every day.



Pharmacists role in the control and prevention of antimicrobial resistance

- Ensure that the patient understands the dosage and duration of treatment to improve adherence and increase treatment success; promote appropriate disposal of leftover antimicrobials.
- Ensure that the patient understands how to benefit most from their treatment, recognise side effects and know what action to take and know what action to take when a suspected ADR occurs.
- Participate in local, regional or national public health campaigns concerning the prudent use of antimicrobials.
- Participate actively involved in antimicrobial management in the multidisciplinary care team.



Overview

- Participation in general public health campaigns
- Participation in public health campaigns targeting citizens experiencing 'bacterial infection like symptoms'
- Intervention during dispensing process
- Multidisciplinary interventions





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GENERAL PUBLIC HEALTH CAMPAIGNS



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Portugal: Online and social media campaign

QUEM É RESPONSÁVEL PELO USO DO MEDICAMENTO?

T **O** **D** **O** **S**

FARMACÊUTICOS MÉDICOS ENFERMEIROS INDÚSTRIA FARMACÊUTICA DECISORES POLÍTICOS

INICIATIVA: APOIO:

www.usoresponsaveldomedicamento.com



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Germany: Leaflets



Hygiene schützt vor vielen Infektionen

Einige Beispiele, wie Sie Infektionen, speziell der Atemwege, vermeiden können:

- » Lassen Sie sich gegen Infektionskrankheiten impfen. Die Schutzimpfung gegen Grippe (saisonale Influenza) sollte jährlich wiederholt werden.
- » Waschen Sie sich mehrmals täglich die Hände mit Wasser und Seife für etwa 30 Sekunden, auch zwischen den Fingern.
- » Händewaschen ist Pflicht nach jedem Toilettenbesuch, vor jeder Mahlzeit sowie nach dem Kontakt mit Tieren und rohem Fleisch.
- » Putzen Sie sich die Nase mit Einmaltaschentüchern und entsorgen Sie diese anschließend umgehend. Waschen Sie sich nach dem Naseputzen die Hände.
- » Husten oder niesen Sie nicht in die Hand, sondern in die Armbeuge. Halten Sie dabei möglichst großen Abstand zu anderen Menschen.
- » Berühren Sie Ihr Gesicht möglichst wenig mit den Händen.
- » Lüften Sie mehrmals täglich. Am besten das Fenster für einige Minuten komplett öffnen. Das sorgt für ein besseres Raumklima.

Apothekenstempel

Europäischer
Antibiotiktag

Eine europäische Initiative
für die Gesundheit

ABDA

ABDA – Bundesvereinigung
Deutscher Apothekerverbände
Kommunikation und Öffentlichkeitsarbeit
Jägerstraße 49/50
10117 Berlin
www.abda.de

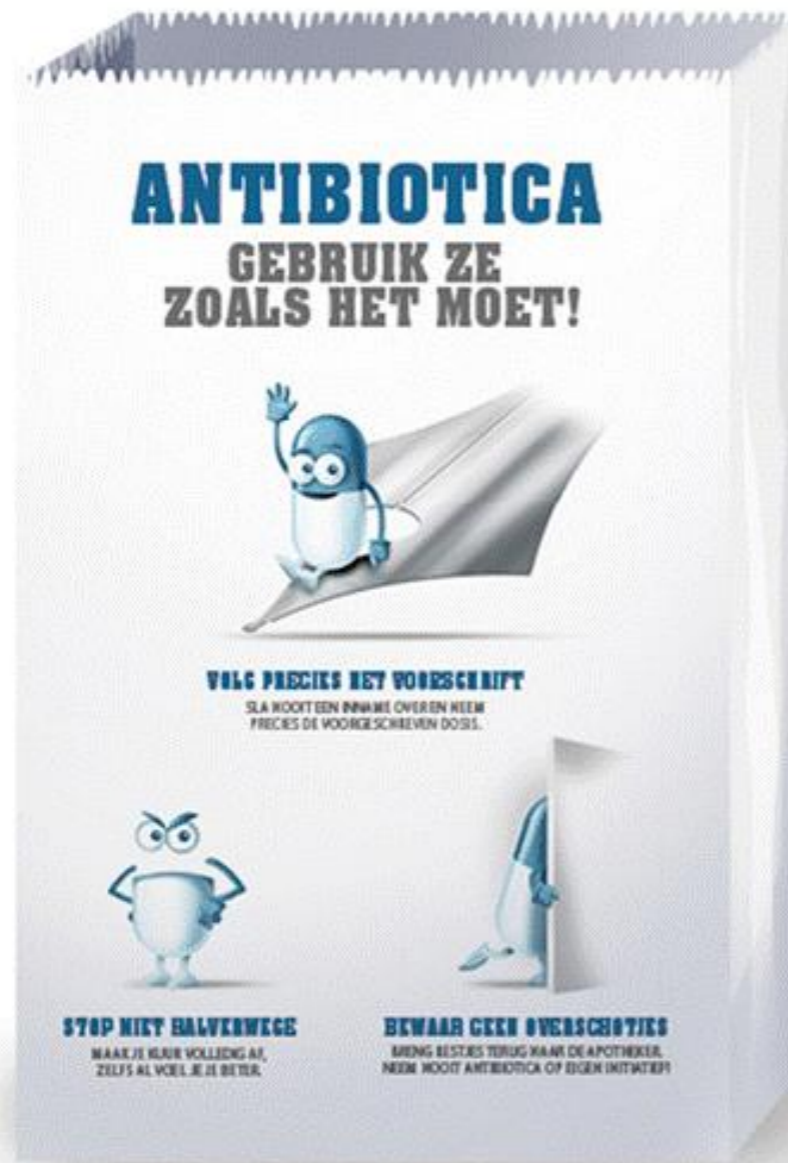
ABDA 
Bundesvereinigung
Deutscher Apothekerverbände



IHRE APOTHEKE INFORMIERT ZUM EUROPÄISCHEN
ANTIBIOTIKATAG

**7 Tipps für den richtigen
Umgang mit Antibiotika**

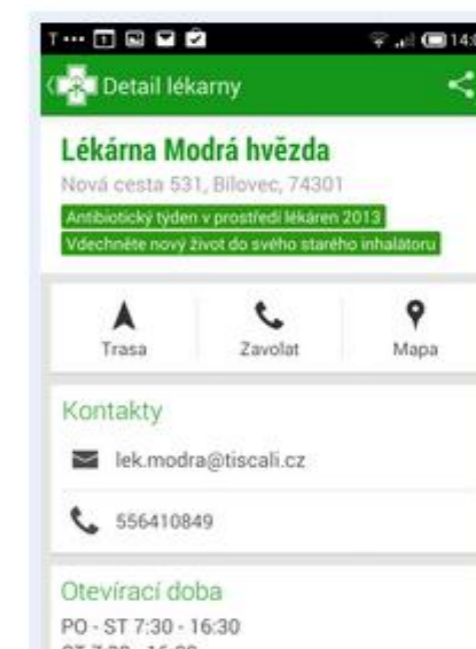
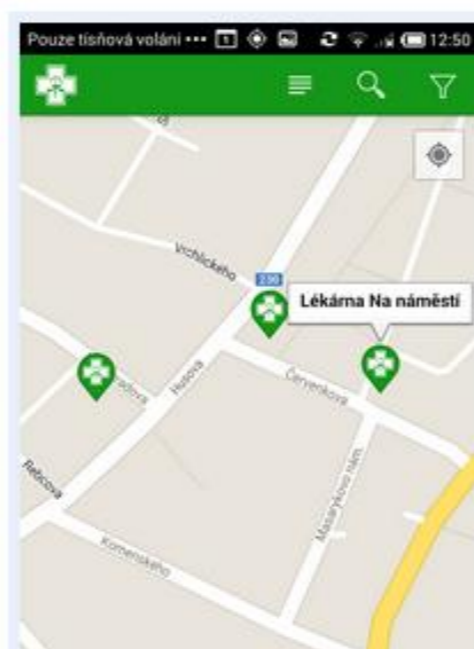
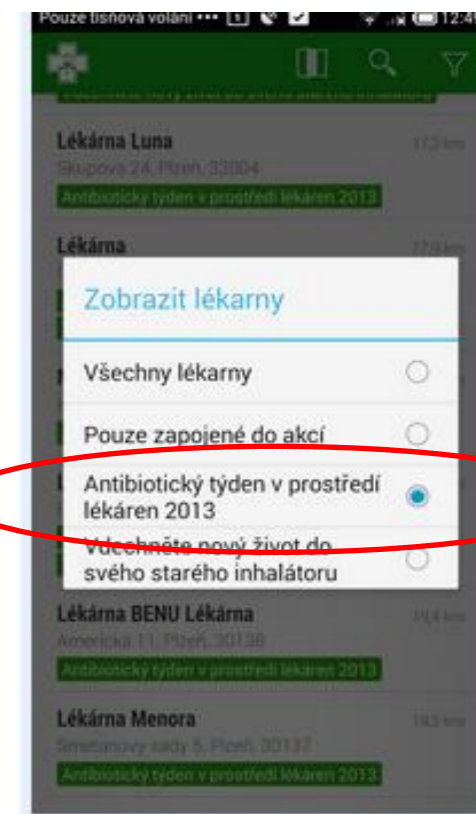
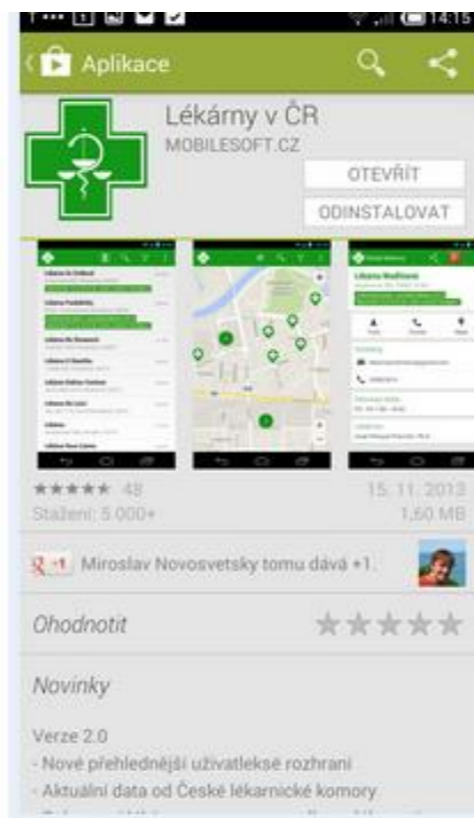
Belgium: Paper bags



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Czech Republic: APP



<http://www.lekarnici.cz/Pro-verejnost/Informace-pro-verejnost/Lekarny-v-mobilu.aspx>



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PUBLIC HEALTH CAMPAIGNS TARGETING CITIZENS EXPERIENCING 'BACTERIAL INFECTION LIKE SYMPTOMS'



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Ireland: Online interactive website



FEELING UNDER THE WEATHER?

At undertheweather.ie you'll get sensible, practical advice for you and your family about common complaints like colds and flu.



undertheweather.ie



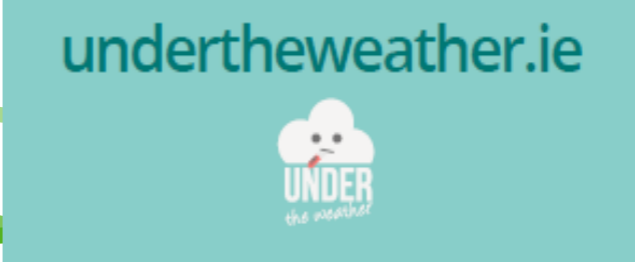
At undertheweather.ie you'll get sensible practical advice for you and your family about common complaints like:

- ☹ Colds
- ☹ Flu
- ☹ Sore Throats
- ☹ Rashes
- ☹ High Temperature
- ☹ Ear Aches
- ☹ Tummy Aches, Vomiting and Diarrhoea


Find out what is making you ill, when you are likely to get better, how to take care of yourself and if and when you might need medical help.

GET ADVICE & GET BETTER

[Undertheweather.ie](http://undertheweather.ie) - your guide to treating common complaints with common sense.



undertheweather.ie



Brought to you by



UK: Online interactive tool

Symptom checker Warning signs Expert advice Men's advice FAQs Media centre HCP hub Useful links References Search

Cookie Policy

Did you know that antibiotics will NOT treat cold and flu symptoms? [Click here](#) to find out what you can do to treat yourself better.

Become an Antibiotic Guardian – choose your pledge [here](#)

1 in 4 people unnecessarily visit their GP or A&E as a first port of call when suffering from flu

3 out of 4 people don't know pharmacists train for 5 years

treat yourself better with pharmacist advice

SNAP A SELFIE IN A PHARMACY AND WIN A SPA BREAK FOR TWO. [CLICK HERE](#)

Symptoms of a cold, cough, flu, nasal congestion and ear pain may last longer

Suffering with cold and flu symptoms? Save yourself a trip to your GP

Symptom checker

<http://www.treatyourselfbetter.co.uk/>



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INTERVENTION DURING DISPENSING PROCESS



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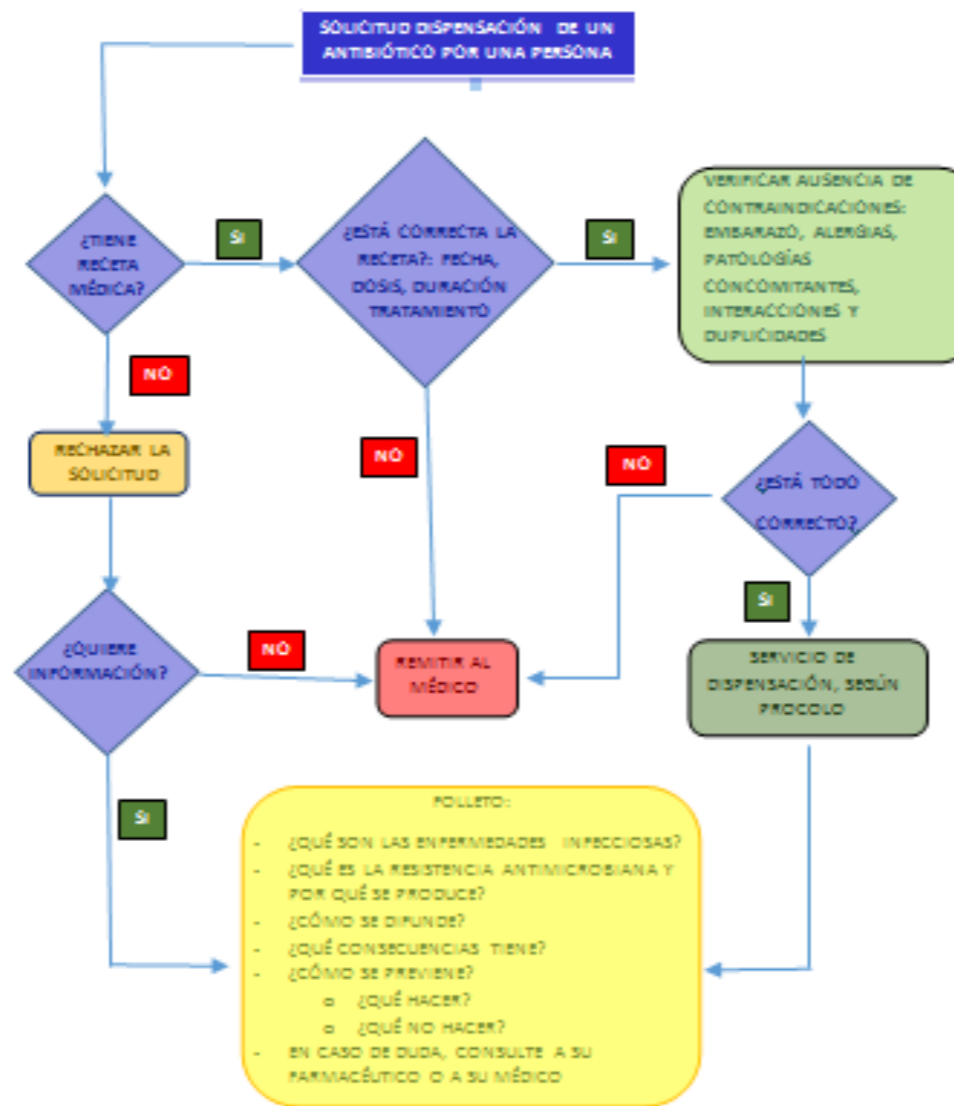
Belgium: Stickers

**Voorgeschreven behandeling
achter de rug? Bezorg je
apotheker het restje terug.**
Antibiotica horen niet
in de huisapotheek!



Spain: Dispensing protocols

DIAGRAMA DE FLUJO DE LA DISPENSACIÓN DE ANTIBIÓTICOS EN FARMACIA COMUNITARIA





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MULTIDISCIPLINARY INTERVENTIONS



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Portugal

Conclusion: Multifaceted interventions involving physicians, pharmacists and general public proved effective in reducing antibiotic consumption in the population.

RESEARCH ARTICLE

For reprint orders, please contact: reprints@futuremedicine.com

Decreasing antibiotic use through a joint intervention targeting physicians and pharmacists

Fátima Roque^{*1,2,3}, António Teixeira-Rodrigues^{1,4}, Luiza Breitenfeld², Maria Piñeiro-Lamas⁵, Adolfo Figueiras^{5,6} & Maria Teresa Herdeiro^{1,7}

Aim: To decrease population antibiotic use through an educational intervention targeting primary care physicians' and community pharmacists' attitudes and knowledge. **Methods:** We designed a pragmatic cluster-randomized trial covering all National Health System primary care physicians and all community pharmacists' in a region in the north of Portugal. The study protocol was registered on ClinicalTrials.gov (identifier: NCT02173509). **Results:** After adjustment for baseline values and comparison with the control group, the intervention was associated with a significant reduction in overall antibiotic use in the year following the intervention. The effect was most marked for tetracyclines, macrolides and cephalosporins. No statistically significant differences were observed for fluoroquinolone consumption. **Conclusion:** Multifaceted interventions involving physicians, pharmacists and general public proved effective in reducing antibiotic consumption in the population.

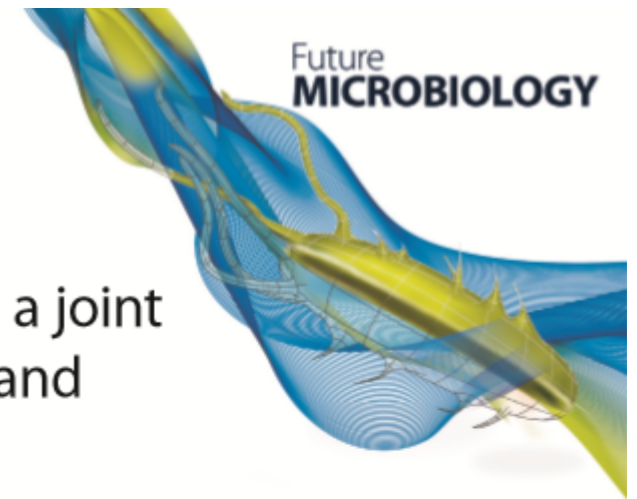
First draft submitted: 17 January 2016; Accepted for publication: 6 May 2016; Published online: 14 July 2016

Currently, antimicrobial resistance is a growing threat to public health worldwide, and the WHO has issued an alert of the possibility of returning to the preantibiotic era [1]. It is well known that the use of antibiotics is responsible for the emergence and spread of micro-organisms resistant to antibiotics [2,6]. Resistance is responsible for treatment failure and deaths [7–10], prolonged hospital stays and increased costs [10]. Portugal presents high rates of antibiotics consumption (2.3 packages per 1000 inhabitants per day) [11], and is one of the countries with highest bacterial resistances rates [12].

In contrast to northern Europe and North America, where outpatient antimicrobials are largely restricted to prescription-only use, nonprescription access to antimicrobials is common in the rest of the world [13], including Portugal [14]. Nevertheless, studies on interventions to improve antibiotic use focus mainly on physicians [15–17], even though pharmacists play a key role in the responsible

KEYWORDS

- antibiotic consumption
- antibiotic policies
- community pharmacists
- educational interventions
- microbial resistance
- primary care physicians





THANK YOU

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