



Campaign Overview

WHAT

- ◇ The Hektoen Institute of Medicine has reinstated the Precious Drugs & Scary Bugs campaign to promote judicious antibiotic use across the state.
- ◇ The campaign currently targets healthcare providers practicing in outpatient settings (primary care clinics, community health centers, and urgent care clinics).

◇ Goals:

- Increase healthcare provider knowledge related to antibiotic resistance and appropriate prescribing
 - Provide resources to support healthcare providers in the outpatient setting in improving antibiotic prescribing
 - Improve coordination and exchange of antibiotic stewardship best practices among stakeholders.
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HOW

◇ Through April 2023, providers will:

- Complete a baseline survey
 - Make a commitment to promote appropriate antibiotic stewardship in their facility
 - Review the outpatient antibiotic stewardship toolkit
 - Participate in 3 education webinars (CME available)
 - Survey patient population about their attitudes about antibiotics
 - Complete a post intervention survey
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WHY

- ◇ Antibiotics are often overused or misused across the healthcare spectrum. At least 28% of antibiotic courses prescribed in the outpatient setting are unnecessary.¹
- ◇ The White House, CDC, and other groups have identified antibiotic resistance as an urgent threat to patient safety and public health requiring immediate and concerted action. Improving the use of antibiotics is one of the key strategies in fighting antibiotic resistance.
- ◇ Use of personalized public commitment posters tested in a randomized control trial resulted in a 19.7% decrease in inappropriate antibiotic prescribing for URIs in participating outpatient primary care clinics.² This low-cost approach has great potential to enhance quality improvement efforts around antibiotic stewardship.

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For more information: contact Antibiotic.Stewardship@Hektoen.org or visit
<https://www.hektoen.org/antibiotic-stewardship/>***

¹ Hersh AL, King LM, Shapiro DJ, Hicks LA, Fleming-Dutra KE. [Unnecessary Antibiotic Prescribing in US Ambulatory Care Settings](#), 2010-2015. Clin Infect Dis. 2021;72(1):133-137.

² Meeker et al. (2014). Nudging guideline-concordant antibiotic prescribing: A randomized clinical trial. JAMA Internal Medicine, 3, 425-