

Time Is Running Out for Antibiotics!

Inappropriate use of antibiotics is a global public health issue, requiring a united response. **November 13-19 recognizes World Antibiotic Awareness Week**, a time to join other providers, stakeholders and partners in the United States, Canada, Europe and Australia in renewing your commitment to appropriate use of antibiotics. These powerful medications contribute to the spread of antibiotic-resistant organisms, which can make even simple infections untreatable. Antibiotic use is also a major contributing factor in the development of *Clostridium difficile* infection, which causes life-threatening diarrhea.

With so much at stake, now is the time to work together to encourage appropriate use and **preserve the power of antibiotics**.

Committing to appropriate antibiotic use in your organization is the first step in improving patient outcomes and is a proven intervention strategy. Here are some ways providers can communicate this commitment to patients and staff:

- **Display [public commitments in the form of posters](#)** in patient waiting areas in support of wise use of antibiotics.
- **Play short videos in patient waiting areas** to communicate messages about appropriate antibiotic use.
 - [Short video featuring questions to ask about use of antibiotics](#)
 - [One-minute World Health Organization video on handling antibiotics with care](#)
 - [Two-minute video narrated by a child on using antibiotics wisely](#)
 - [Animated video describing antibiotic resistance](#), created in partnership with Public Health England
- **Communicate with all staff members** to set patient expectations. Let all staff members know that patient visits for acute illnesses may not always result in a prescription for antibiotics.

[Visit HealthInsight's Get Smart initiative webpages](#) for more resources to support your commitment through improved communication and patient education. Additional resources can be found on the [Centers for Disease Control and Prevention website](#).

[Download a PDF version of this article for distribution](#)