The TARGET Antibiotics Toolkit

Guide to Resources

The TARGET Antibiotics Toolkit
(Treat Antibiotics Responsibly Guidance, Education and Tools)

www.rcgp.org.uk/TARGETantibiotics/

For Prescribers and Commissioning Organisations

January 2015
Acknowledgements

This guide was written by Rebecca Owens with Cliodna McNulty and Meredith Hawking who work in the Primary Care Unit of Public Health England.

The TARGET resources were first developed by the Antimicrobial Stewardship in Primary Care (ASPIC) collaboration which was established in 2009 and includes: Public Health England (PHE), previously Health Protection Agency (HPA); Royal College of General Practitioners (RCGP); Department of Health (DoH); British Society for Antimicrobial Chemotherapy (BSAC); Care Quality Commission (CQC); British Infection Association (BIA); Royal Pharmaceutical Society (RPS); National Prescribing Centre (NPC); Infection Prevention Society (IPS); British Paediatric Allergy, Immunology and Infectious Diseases Group (BPAIIG); Royal College of Nursing (RCN); Health Protection Scotland (HPS); Public Health Wales and Northern Ireland; NHS Information Centre; and interested GPs, pharmacists and microbiologists.

The ASPIC collaboration, working closely with primary care, has assessed current guidelines and other materials and, within a series of workshops, agreed the content of the TARGET Antibiotics Toolkit to promote antimicrobial stewardship.

Many thanks to all those who have helped develop this document or the TARGET resources, especially: Elizabeth Beech, Diane Ashiru-Oredope, Amanda Bunten, Ruth Dale, Matthew Dryden, Nick Frances, Phillip Howard, Steve McCormick, Philippa Moore, Leah Jones, the RCGP and the BSAC.

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1. Introduction

We are proud to present this guide to the TARGET Antibiotics Toolkit. This provides prescribers, commissioning organisations, TARGET trainers and facilitators with guidance on the materials and methods for implementing the Toolkit. As such, it is intended to be a working document and we hope that the format enables users to understand and use the resources successfully to ensure prudent antibiotic prescribing.

The TARGET Antibiotics Toolkit has been developed by the Public Health England (PHE) Primary Care Unit, the Royal College of General Practitioners (RCGP) and the Antimicrobial Stewardship in Primary Care Group. TARGET is the central resource to help prescribers and commissioning organisations improve antibiotic prescribing in primary care. As such, it facilitates progress towards delivering quality improvement programmes to increase responsible antibiotic prescribing. The TARGET Antibiotics Toolkit can be found at: www.RCGP.org.uk/TARGETantibiotics/

1.1 What this Toolkit aims to attain

The TARGET Antibiotics Toolkit aims to help influence prescribers’ and patients’ personal attitudes, social norms and perceived barriers to responsible antibiotic prescribing. It includes a range of resources that can each be used to support prescribers’ and patients’ responsible antibiotic use. To get maximum effect regarding antibiotic use, all or as many as possible of the resources should be used by antimicrobial stewardship collaborations, clinical commissioning groups (CCGs), prescribers working within primary care, and CCG medicines management teams. Collectively, the TARGET resources will support practices in planning, implementing and reviewing activity in delivering quality improvement programmes relating to antimicrobial stewardship.

1.2 What is included within the Toolkit

TARGET stands for Treat Antibiotics Responsibly, Guidance, Education, Tools. The TARGET Antibiotics Toolkit includes the following resources:
The following table provides a guide to each of the components of the Toolkit and describes how it can be used flexibly and effectively.

<table>
<thead>
<tr>
<th>TARGET Resource</th>
<th>Aims</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Interactive workshop presentation and clinical eModule (Section 4.1) | Highlights the most up to date evidence and data on why optimising antibiotic prescribing is important and on reducing the risk of antibiotic associated *Clostridium difficile* infections.  
Aims to influence personal attitudes of prescribers and social norms in a practice as well as breaking down barriers to improving prescribing. | • Overview of current issues relating to antibiotic resistance and how these can be managed effectively.  
• Suitable for all members of the practice team.  
• Online eModule version available for individual learning.  
• Full outline of TARGET resources and explanation of how these can be used in practices to promote responsible antibiotic use.  
• Generates discussion on management of case studies and use of resources in the practice.  
• To optimise effect include local data on antibiotic use. |
| Leaflets to share with patients (Section 4.2) | To be shared with patients during consultation to inform them about how to manage infections without the use of antibiotics.  
Aim to influence patients’ and clinicians’ confidence to use antibiotics responsibly (perceived barriers to improved antibiotic use). | • Influences patients’ and clinicians’ confidence to use antibiotics responsibly.  
• Improve the patient’s understanding of infections and antibiotics.  
• Clinicians can close the consultation with a self-care leaflet rather than a prescription.  
• Easy to reproduce and can be linked to IT systems, patient.co.uk, EMIS and other clinical record systems.  
• Reduce re-consultation rates by encouraging people to self-care without antibiotics.  
• Can use it with a Read code to monitor back-up and no-prescribing decisions for infections. |
| Audit toolkits (Section 4.3) | Templates to assist in accurate and easy completion of antibiotic prescribing audits by including Read codes, current guidance and action plans.  
Aim to influence personal attitudes and social norms. | • Enable identification of adherence to current guidelines.  
• Allow clinicians to assess consistency of approach within the practice.  
• Facilitate action planning for practice and local prescribing practice.  
• Can be used as supporting evidence in revalidation. |
| National antibiotic management guidance (Section 4.4) | A series of national evidence based antibiotic management and lab use guides.  
Aims to influence social norms and increase confidence of prescribers. | • Quick and accurate reference guides on management of common infections with full rationale and evidence base.  
• Can be adapted locally.  
• Can be used for training. |
| Training resources (Section 4.5) | FREE clinical training resources including the TARGET presentation (eModule), the MARTI programme for RTIs, the MUTS programme for UTIs, the skin infection module and the STAR programme.  
Aim to influence personal attitudes, subjective norms and barriers to prescribing. | • Easily accessible and free short courses in managing common infections and improving communication with patients.  
• Contain videos using consultation techniques.  
• Count towards Continuing Professional Development. |
| Resources for clinical and waiting areas (Section 4.6) | A series of posters & videos that can be used to change patient expectations for antibiotics.  
Aim to influence social norms. | • Easy to digest visual guides informing patients about appropriate antibiotic use.  
• Can refer to in consultation to raise importance of responsible antibiotic use. |
| Self-assessment checklist (Section 4.7) | A brief online assessment tool for practice staff and commissioning groups to assess their antibiotic prescribing strategies.  
Aims to influence personal attitudes and subjective norms. | • Provides better understanding of current prescribing practice and strategies that can help to optimise antibiotic prescribing in primary care.  
• Allows you to compare your prescribing to other practices in your CCG and nationally. |
2. Background

2.1 The national context

In the UK, 80% of antibiotic prescribing occurs in primary care\(^1\) with over half for respiratory tract infections. The inappropriate use of antibiotics is related to bacterial resistance, and using antimicrobials responsibly can help minimise or delay the development of antimicrobial resistance.

“Antimicrobial resistance poses a catastrophic threat. If we don’t act now, any one of us could go into hospital in 20 years for minor surgery and die because of an ordinary infection that can’t be treated by antibiotics.”

Professor Dame Sally Davies, Chief Medical Officer, March 2013

“No action today means no cure tomorrow.”

Dr Margaret Chan, WHO Director-General 2011

Responsible antibiotic use is pivotal in reducing the threat of antimicrobial resistance as outlined by Professor Dame Sally Davies in the quotation above. A number of key developments, measures and resources aim to support the responsible use of antibiotics in primary care. These include:


- A range of national strategies and guidance produced by other home countries – for example linked with the Scottish Antimicrobial Prescribing Group and the Welsh Antimicrobial Resistance Programme.

- **QIPP Antimicrobial Comparators** - prescribing comparators have been developed to support organisations and prescribers to review the appropriateness of current prescribing, revise prescribing where appropriate and monitor implementation. The comparators highlight variation and support local discussion and decisions regarding appropriate prescribing.

- **Prescribing incentive schemes** - many practices are subject to prescribing incentive schemes which are linked to key indicators around prescribing. Reduced antibiotic prescribing may have a positive impact on these incentives.
In order for prescribers and patients to change their antibiotic use they need to:

- be convinced of the importance of antibiotic resistance and how their responsible antibiotic use can contribute to controlling resistance.
- have the confidence and tools to use antibiotics responsibly.

The TARGET Antibiotics Toolkit has been developed to assist the above and influence personal attitudes, social norms and perceived barriers to optimal antibiotic prescribing.

2.2 Theoretical Background – Theory of Planned Behaviour

The TARGET materials are based on the Theory of Planned Behaviour, one of the most widely used psychological models to explain human behaviour. The model proposes that human behaviour is driven by three considerations and these considerations are able to predict whether a person intends to do something. The three considerations are:

- Whether the person is in favour of doing something (‘personal attitude’ and outcome beliefs)
- How much the person feels social pressure to do it (‘subjective norm’ and normative values)
- Whether the person feels in control of the action in question (‘perceived behavioural control’ and control beliefs)
In this context, the TARGET Antibiotics Toolkit attempts to:

- influence **personal attitudes** to resistance and use of antibiotics by emphasising the patient and population benefits of reducing antibiotic prescribing and by showing that appropriate prescribing can make a difference to resistance;

- influence the **subjective norms** by raising awareness in the practice and nationally of the importance of antibiotic resistance and responsible prescribing, by feeding back practice prescribing rates compared to other practices locally and nationally and by describing the strategies used by peers to reduce antibiotic prescribing;

- influence **perceived behavioural controls** by increasing confidence of prescribers and patients to use antibiotics responsibly using guidance and leaflets and explaining how barriers to reducing antibiotic prescribing can be overcome.

Using a combination of the different TARGET resources can increase an individual’s intention to “use antibiotics responsibly”. However, other external barriers and patient characteristics may still influence or prevent responsible prescribing. Audits will be useful to monitor prescribing and highlight the need to discuss other external barriers.
3. Planning the delivery of the TARGET Antibiotics Toolkit

At this stage, it is helpful to recap on the resources that make up the TARGET Toolkit. These are:

- Interactive workshop presentation (or eModule for personal learning)
- Leaflets to share with patients
- Audits for clinicians
- Self-assessment checklist for clinicians or commissioners
- National antibiotic management guidance
- Training resources for personal or group professional development
- Resources for clinical and waiting areas

These resources can be used flexibly, either as standalone materials or as part of an integrated package. They can be downloaded from the TARGET Antibiotics website (www.RCGP.org.uk/TARGETantibiotics/) and adapted for local use. To maximise the improvement in responsible antibiotic use we recommend that ALL resources are used if this is feasible so that all components of the Theory of Planned Behaviour are influenced.

It is essential to plan and monitor implementation of the TARGET Antibiotics Toolkit appropriately. Each CCG and practice has different prescribing, pressures and priorities. It is therefore also important that prescribers take ownership of the planning process as well as the adaptation and implementation of resources at a local level. In order to maximise effectiveness of the TARGET resources, users should plan, monitor and review the implementation as part of a cyclical process as follows:

**Planning the delivery of the TARGET Antibiotics Toolkit**

![Diagram](image-url)
**Step 1: Analyse current antibiotic practice within CCG (scoping exercise)**
The recommended starting point is to obtain an overall perception of current prescribing practice at CCG or area level and subsequently at practice level. This can be achieved using national prescribing data.

**Step 2: Develop implementation plan at CCG or area level and select components of the Toolkit**

**Step 2a: Develop implementation plan**
The implementation plan should relate to discussions at CCG or area level. This should include development of organisational objectives and key performance indicators in this context. Planning should include all appropriate stakeholders and should incorporate target setting at area level regarding antibiotic use and prioritisation of practices.

During this stage, contact with the practices should involve discussion of aspirations relating to antibiotic prescribing using information obtained from the scoping exercise in Step 1. It should also include discussions of the mechanisms by which TARGET can be delivered in each practice (see Step 2b).

**Step 2b: Select components of the TARGET Antibiotics Toolkit and develop plan for use of resources**
The components of the TARGET Antibiotics Toolkit are described in detail in Section 4 of this guide. Broadly, the different options of delivering the Toolkit include:

(i) Target workshops with groups of practices, ideally involving all antibiotic prescribers and those involved in triaging patients. Workshops should include the presentation, discussion around antibiotic usage data, how to use and develop a practice action plan. At least 60 minutes, ideally 90 minutes, is needed to cover all issues in appropriate detail.

(ii) Attendance at TARGET workshop for all staff of individual practices, a practice discussion and plan of action. Workshops should include the presentation, discussion around antibiotic usage data, how to use and develop a practice action plan. At least one hour is needed to do well.

(iii) Listening to the TARGET Antibiotics Toolkit presentation with voiceover individually or as a practice, followed by a practice meeting with all staff to discuss use of TARGET resources, prescribing data and ensuing plan of action.

(iv) Completion of online RCGP TARGET clinical module individually by primary care clinicians followed by a practice meeting of all staff to discuss use of TARGET resources and an ensuing plan of action.

(v) CCGs can simply circulate links to the resources that are available. However, this is unlikely to lead to much change in antibiotic use and is therefore the least favoured option.

More specific detail on the materials available in the TARGET Antibiotics Toolkit is provided on pages 12 - 19. Selection will depend on the level of
need identified in the scoping exercise at Step 1 and the level of resources available.

**Step 3: Support practices in developing individual action plans**

The practice action plan should set out current antibiotic usage and an outline of future plans. This should include:
- Overall aim for change in antibiotic use and defined measurable targets (use NHSBSA national antibiotic QIPP indicators with a locally agreed reduction target)
- How the practice aims to achieve this implementation
- Audit plans

**Step 4: Visit practices and/or practices use resources**

This is the main implementation phase of the Toolkit. It should include confirmation of the action plan:
- Overall aim for change in antibiotic use and defined measurable targets (using NHSBSA national antibiotic QIPP indicators with a locally agreed reduction target)
- How the practice aims to achieve this implementation
- Audit plans

**Step 5: Practice and CCG monitoring of antibiotic use and review**

Once a practice plan of action has been implemented, it is essential to monitor and review regularly. We recommend six monthly reviews at both practice and CCG/area level.

Ask such questions as: To what extent are we reaching our antibiotics prescribing target? If not, why not? What do we need to put in place to ensure we continue to make appropriate progress?
4. The TARGET Antibiotics Toolkit resources

The TARGET Toolkit resources are all freely available on the RCGP website here:

www.RCGP.org.uk/TARGETantibiotics/

This section provides an overview of the resources that are available and how they can be used.

4.1 Interactive workshop and presentation

The workshop is a comprehensive resource that comprises an interactive presentation and an opportunity to see and take away all the Toolkit materials. It can be adapted and delivered in a way that meets local needs and priorities. The workshop highlights the most up to date evidence and data on why optimising antibiotic prescribing is important and how this can be achieved using TARGET. The workshop covers the following:

**Workshop Content**

1. Interactive presentation including:
   - evidence that antibiotic resistance is a problem in primary care
   - evidence that antibiotic use in primary care is important and influences resistance
   - evidence that decreasing antibiotic use can delay the development of antibiotic resistance, and reduce the risk of antibiotic associated *Clostridium difficile* infections
   - local antibiotic prescribing data
   - discussion of clinical cases

2. How the TARGET Antibiotics Toolkit can influence antibiotic prescribing and antibiotic resistance

3. The value of, and how to implement the TARGET website materials:
   - Patient leaflets
   - Audit toolkits
   - Antibiotic management guidance
   - Training resources
   - Posters and videos to increase patient and staff awareness
   - Links to further information and pertinent websites

4. How to develop a practice prescribing antibiotic action plan
### 4.1.1 Organising the workshop

Prior to the workshop it is important that presenters familiarise themselves with key documents, strategies and resources including:

- Local antibiotic guidance;
- Local CCG or area plans, targets and priorities around antimicrobial stewardship; and
- All of the TARGET Antibiotic Toolkit resources.

The following step-by-step table will help guide you through workshop organisation:

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
<th>Document to use (available separately direct from Primary Care Unit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Send invitation letter to practice.</td>
<td>Invitation letter template.</td>
</tr>
<tr>
<td>2</td>
<td>If practice accepts, book workshop date over the phone. If not, send follow-up invitations with a telephone call and check if prefer a hard copy letter.</td>
<td>Follow-up invitation template.</td>
</tr>
<tr>
<td>3</td>
<td>Send confirmation letter to practice (14 days in advance).</td>
<td>Confirmation letter template.</td>
</tr>
<tr>
<td>4</td>
<td>Check whether surgery has presentation facilities such as laptop, extension cable, projector, pens (14 days in advance)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Confirm how practice wants to approach workshop programme and time available - full workshop or just presentation of resources after they have completed online training (14 days in advance).</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Send Self-Assessment Checklist to clinicians in advance of the workshop for completion (14 days in advance).</td>
<td>Printable Self-Assessment Checklist.</td>
</tr>
<tr>
<td>7</td>
<td>Print out resources (7 days in advance).</td>
<td>Resource Checklist.</td>
</tr>
</tbody>
</table>
| 8    | Remind yourself of information pertaining to that surgery (7 days in advance):  
  a) main contact name  
  b) staffing  
  c) services offered  
  d) antibiotic prescribing rates compared with others in CCG and changes over last 5 years and modify presentation to include this data. | Local practice records. |
| 9    | Ring surgery on morning of workshop to remind them of visit. | |
| 10   | On arrival suggest staff discuss and complete the following while they await colleagues:  
  a) Training Session Attendance Sheet  
  b) Self-assessment checklists if not already completed | Training Session Attendance Sheet, TARGET self-assessment checklist. |
| 11   | Deliver training and presentation, present resources, agree action plan. | TARGET workshop presentation and all Toolkit materials. |
| 12   | At the end of the session ask staff attending to complete post training evaluation form requesting feedback. | Workshop Evaluation Sheet. |
| 13   | Provide CPD certificate at or after workshop | Workshop CPD certificate. |
4.1.2 Delivering the workshop – The TARGET Presentation

The TARGET presentation forms the main part of the TARGET workshop. It outlines why optimising antibiotic prescribing is important and how this can be achieved. It will need to be modified with the following information so that it is relevant to practices in a specific area:

- Local antibiotic prescribing information available from ePACT data obtained by registering at ePACT.net (a N3 network connection is required)
- NHSBSA National Antibiotic QIPP prescribing indicators (available to NHS staff who are registered with the NHSBSA Information Portal)

As we have already mentioned, antibiotic prescribing data is key to understanding the extent of local prescribing activity and therefore to establishing appropriate action plans and optimising the responsible use of antibiotics.

The TARGET presentation is included on the TARGET website with accompanying notes for each of the slides and is available to download (please note the online version will not include local area data) using the following link:


4.1.3 Learning outcomes

This table denotes the main learning outcomes of the workshop – these are the essential points that should be covered during the workshop with clinicians.

<table>
<thead>
<tr>
<th>Key Message</th>
<th>Justification/ Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antibiotic use is increasing (refer to practice data).</td>
<td>National and local ePACT data in presentation.</td>
</tr>
<tr>
<td>Antibiotic resistance in patients is related to prescribing.</td>
<td>Background evidence in presentation.</td>
</tr>
<tr>
<td>Reducing antibiotic use can reduce antibiotic resistance.</td>
<td>Background evidence in presentation.</td>
</tr>
<tr>
<td>Antibiotic guidance should be followed.</td>
<td>Presentation, local and national guidance notes and rationale. Also refer to clinical cases and guidance.</td>
</tr>
<tr>
<td>Patient centred communication reduces prescribing. Using the TARGET leaflet helps the patient to self-care.</td>
<td>Previous research and information referred to in the TARGET Antibiotics Toolkit and discussion of leaflet.</td>
</tr>
<tr>
<td>Back-up/delayed antibiotic prescribing reduces overall prescribing. The TARGET leaflet helps to facilitate this.</td>
<td>Evidence of benefit and use in presentation, patient information leaflet in TARGET Antibiotics Toolkit. Read codes should be used when information leaflets and/or back-up/delayed prescribing are used.</td>
</tr>
<tr>
<td>Understanding of how the practice prescribing compares with other practices and has changed within the practice.</td>
<td>Showing a practice its prescribing has been a very important motivator for change.</td>
</tr>
<tr>
<td>Audits inform prescribing and target improvements in prescribing.</td>
<td>Audits in TARGET Antibiotics Toolkit.</td>
</tr>
</tbody>
</table>
4.1.4 After the workshop

What you do after the workshop will depend on your local area action plan and priorities. We suggest you ask a named contact such as the practice prescribing lead if you can call them to see how they are getting on with the materials and obtain feedback on progress made. Make a note of any oral feedback or impressions from the session. In addition to this, we suggest you:

- Analyse the self-assessment checklists. This will allow you to evaluate current practices and measure change. We recommend repeating the self-assessment after 6 and 12 months.

- Analyse the evaluation forms. This will allow you to assess the value of the workshops and the expertise of the presenter and therefore enable improvements to be made if appropriate.

- Analyse the attendance sheets. This will allow you to send out CPD certificates, and determine how many and what percentage of primary care clinicians have attended workshops in your CCG and in particular practices. This will be important to inform any reasons for success or failure of the workshops and facilitate change in antibiotic use.

- Arrange a further visit or telephone contact to discuss resource use, setting up computer prompts, meet other members of the team who could not attend, discuss audits and other ways forward.

4.2 Leaflets to share with patients

The patient information leaflets have been the most popular and widely used part of the TARGET resources. They are designed to be shared with patients during the consultation and aim to improve the patient’s confidence to self care and the prescriber’s communication with the patient. They can be found on the TARGET website using the following link:


TARGET ‘Treating your Infection’ leaflet

The treating your infection leaflet has been developed through extensive feedback with patients and clinicians over the last 2 years. It is designed to be shared with the patient and completed with them during the consultation. Its aim is to increase the patient’s confidence to self-care, and to facilitate the use of a back-up antibiotic prescription, but it also allows the patients to go away with something, so ending the consultation on a positive note.

The leaflet explains to the patient:

- The diagnosis (for example sinusitis, bronchitis or cold)
- The decision about antibiotics
- Allows a discussion about a back-up/delayed antibiotic option and how to take this forward
- The natural timeframe for their illness
- Self-help management
- When to seek help (safety netting)
- The need for safe antibiotic prescribing to minimise antibiotic resistance
‘Treating your infection’ leaflet

To use this leaflet properly, it should be used as a tool to interact with patients, rather than as a ‘parting gift’. We suggest that practitioners make sure that they are very familiar with its content. They should, in addition to completing this training, take some time to thoroughly familiarise themselves with the leaflet before starting to use it. All sections can be personalised and added to by the prescriber.

The ‘usually lasts’ section allows patients to understand not only for this consultation but also others when they should consult. This section has consistently been seen as very useful by patients of all ages.

Safety netting: whatever the infection, in this era of antibiotic resistance and with increasing numbers of elderly or vulnerable patients, it is extremely important to give some clear safety netting instructions. The leaflet lists those identified by clinicians as relevant and can be used and saved by patients. Others can also be added as required depending on the particular infection.

The back-up prescription can reduce antibiotic prescribing by about 30 to 40%, and is extremely useful for particularly demanding patients or just before a weekend to reduce visits to out of hours services.

Advice about antibiotic resistance and use: although most patients know they shouldn’t take antibiotics for coughs and colds, far fewer know that sinusitis, ear infections, sore throats and many other infections get better on their own without antibiotics. Likewise they know little about antibiotic resistance, so we should take every opportunity to educate them. It is also important to stress not to share antibiotics. Prescribers can also inform patients about drinking alcohol and taking antibiotics – current advice is that moderate alcohol intake with most antibiotics is safe.
Specific Read codes – when using the leaflet, practitioners ideally would use one of the following Read codes:
EMIS web codes - 8BP0 (deferred antibiotic therapy), 8OA9 (provision of written info about antibiotic therapy), 8CAk (patient advised to delay filling of prescription), 8CE (self help advice leaflet given).
TPP codes – XaKYH (deferred antibiotic therapy), XaaJM (provision of written information about antibiotics).

This will enable you to audit your use of the leaflet and can be used to record ‘no’ or ‘back-up’ prescription decisions for appraisal and monitoring purposes.

4.3 Audit toolkits

Audit is a useful way for prescribers to determine if they are prescribing according to current guidelines. It is also a necessary part of revalidation and can be included as supporting evidence in a revalidation portfolio.

Completing prescribing audits can sometimes be a difficult and laborious process, so TARGET has developed some readymade audit toolkits. These are to assist in accurate and easy completion of an audit by including Read codes, current guidance and action plans.

The TARGET Toolkit currently includes a template for a Sore Throat Audit and a UTI Audit. Rhinosinusitis, otitis media and otitis externa are coming soon. These can be found on the TARGET website at: http://www.rcgp.org.uk/clinical-and-research/target-antibiotics-toolkit/audit-templates.aspx

4.4 National antibiotic management guidance

The TARGET Antibiotics Toolkit includes the Public Health England evidence based national antibiotic management guidance and a series of lab use guides for common infections which can be adapted locally. Each guide has an extensive rationale section for trainers and trainees, or just when you want a bit more information for yourself or the patient. These guidelines incorporate NNT data which is immensely useful when communicating with some patients and colleagues.

The guidance can be found at: http://www.rcgp.org.uk/clinical-and-research/target-antibiotics-toolkit/national-antibiotic-guidance.aspx
## 4.5 Training resources

The TARGET Antibiotics Toolkit provides a range of free clinical training resources. These include: group training via the TARGET Antibiotics presentation; the MUTHS programme for Managing Urinary Tract Infections (UTIs); the MARTI programme for Managing Respiratory Tract Infections (RTIs); the MOSI programme covering the Management of Skin Infections; and the STAR programme. The aim of all these training resources is to raise awareness of how antibiotic prescribing can influence resistance, and inform prescribers about strategies to improve prescribing in general.

### Target Training Resources Summary

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TARGET Antibiotics Clinical Course (eModule)</td>
<td>This RCGP online clinical course for personal training and reflection aims to provide up to date evidence and surveillance data to primary care clinicians about why optimising antibiotic prescribing is important and how this can be achieved. It lasts 40 – 60 minutes and includes slide notes and references. <a href="http://elearning.rcgp.org.uk/course/info.php?popup=0&amp;id=167">http://elearning.rcgp.org.uk/course/info.php?popup=0&amp;id=167</a></td>
</tr>
<tr>
<td>MARTI Managing Acute Respiratory Tract Infections</td>
<td>This RCGP online clinical course for personal training enables practitioners to improve the care they provide to patients presenting with acute ear pain, acute sore throat, sinusitis and acute cough. The module equals two hours toward CPD, and can import into the RCGP Revalidation portfolio. <a href="http://www.rcgp.org.uk/courses-and-events/online-learning/ole/managing-acute-respiratory-tract-infections.aspx">http://www.rcgp.org.uk/courses-and-events/online-learning/ole/managing-acute-respiratory-tract-infections.aspx</a></td>
</tr>
<tr>
<td>MUTHS Managing Urinary Tract Infections</td>
<td>This RCGP online clinical course explains the importance and appropriateness of diagnostics and offers advice on how to assess and treat patients with a range of urinary symptoms. It encourages reflection on how to minimise antibiotic resistance and offers ‘real-life’ cases. The module equals 1.5 hours toward CPD, and can be imported into the RCGP Revalidation portfolio. <a href="http://www.rcgp.org.uk/courses-and-events/online-learning/ole/urinary-tract-infections.aspx">http://www.rcgp.org.uk/courses-and-events/online-learning/ole/urinary-tract-infections.aspx</a></td>
</tr>
<tr>
<td>STAR Stemming the Tide of Antimicrobial Resistance</td>
<td>STAR is a theory based ‘blended learning’ programme to promote appropriate antibiotic prescribing and focuses on communication with the patient. The STAR programme was led by Professor Chris Butler and developed by a team at Cardiff University. <a href="http://www.stemmingthetide.org/">http://www.stemmingthetide.org/</a></td>
</tr>
<tr>
<td>MOSI Management of Skin Infections</td>
<td>To be published early 2015</td>
</tr>
</tbody>
</table>
4.6 Resources for clinical and waiting areas

You may have seen the posters or videos about not using antibiotics routinely for coughs and colds. Posters and videos can make a difference to patient opinions about when to expect antibiotics. They can be used as a “hook” during consultations to introduce the topic of a back-up or a no antibiotic option – eg “You may have seen that our practice is using posters to encourage responsible antibiotic use…”

Posters for display:

In 2014, 25% of the general public surveyed remembered seeing the first poster and 95% of these correctly answered that antibiotics don’t help most coughs and colds. ³

Videos for waiting areas:

It is important if videos are used to ensure that the video sound is on and the seats in the waiting areas face the screens. IF used in the waiting room where patients can see them and IF they have the time to digest the information, they can help improve knowledge about appropriate antibiotic use.

All posters and videos are available to download from the TARGET website using the following link:

http://www.rcgp.org.uk/clinical-and-research/target-antibiotics-toolkit/resources-for-clinicians.aspx
4.7 Self-assessment checklist

This tool is a short questionnaire for use by GP practices and commissioning groups to assess what stakeholders and prescribers are already using to improve antibiotic prescribing. It should signpost prescribers and practices towards different strategies they can use to optimise their antibiotic prescribing in primary care. Completion of the self-assessment checklist can earn CPD points. The checklist is available in two formats: (i) printable format for use before workshops or teaching sessions; (ii) online version on the RCGP website with which users can compare their performance against others who have already completed the assessment.

The checklist can be accessed in online and downloadable pdf formats using the following link:


5. Self care, other initiatives and sources of information

The TARGET website also has links to other sources of information for patients. These include:

<table>
<thead>
<tr>
<th>Patient information resource</th>
<th>Guide to content</th>
</tr>
</thead>
<tbody>
<tr>
<td>When should I worry? booklet</td>
<td>Information for parents about the management of respiratory tract infections such as coughs, colds, sore throats and ear aches in children. Developed by Cardiff University, its use has been evaluated in a randomised controlled trial and demonstrated a two-thirds reduction in antibiotic prescribing without impacting on parental satisfaction.</td>
</tr>
<tr>
<td>Get well soon without antibiotics</td>
<td>This leaflet, produced by the Department of Health, explains the need to get the right treatment for common illnesses such as colds and coughs without encouraging antibiotic resistance. It is available in different languages.</td>
</tr>
<tr>
<td><a href="http://www.patient.co.uk">www.patient.co.uk</a></td>
<td>This website has useful patient information leaflets about all minor illnesses and self-management options. The TARGET ‘Treating your infection’ leaflet is also hosted on the <a href="http://www.patient.co.uk">www.patient.co.uk</a> website.</td>
</tr>
<tr>
<td>Treat yourself better</td>
<td>The treat yourself better website has a symptom checker for colds and flu as well as promoting the message that antibiotics do not work for these symptoms.</td>
</tr>
<tr>
<td><a href="http://www.treatyourselfbetter.co.uk/">http://www.treatyourselfbetter.co.uk/</a></td>
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</tr>
<tr>
<td>Medicines for Children website</td>
<td>The Medicines for Children website provides information for parents and carers about giving medicines to children, written and reviewed by doctors, pharmacists, parents and carers.</td>
</tr>
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<td><a href="http://www.medicinesforchildren.org.uk">www.medicinesforchildren.org.uk</a></td>
<td>The Medicines for Children website provides information for parents and carers about giving medicines to children, written and reviewed by doctors, pharmacists, parents and carers.</td>
</tr>
<tr>
<td>e-Bug</td>
<td>A free microbiology, hygiene and antibiotic educational resource for junior (9-11 years), senior (12-15 years) school students across Europe and for 15-18 year olds from November 2014. Designed by health professionals, with input from schools and young people, and endorsed by the Departments of Education and Health, the e-Bug resource comprises of a teacher pack containing detailed lesson plans and an accompanying fun interactive website for students.</td>
</tr>
</tbody>
</table>

www.patient.co.uk
5.1 The Self Care Forum

The Self Care Forum (www.selfcareforum.org) is dedicated to helping people take care of themselves. To this end the Forum has developed a website with self-care guidance, downloadable self-care factsheets for common ailments, top tips on self-care, and case studies. Fact sheets are available covering issues such as fever in children, cough and sore throat.

5.2 Other initiatives

**European initiatives:** A number of initiatives are taking place across Europe to spread messages on the risks associated with inappropriate use of antibiotics and how to use antibiotics responsibly. Further information is available on the European Centre for Disease Prevention and Control (ECDC) website (www.ecdc.europa.eu/en/EAAD/Pages/Home.aspx).

European Antibiotic Awareness Day (EAAD) is held annually on 18 November. A number of posters have been produced to display in healthcare settings to promote the appropriate use of antibiotics for patients presenting with a cold (see page 19). As part of EAAD in 2014, health professionals and members of the public are being asked to become an ‘Antibiotic Guardian’ and make one pledge about how they will make better use of antibiotics. There are a number of pledges to choose from and examples include:

- When I see a patient with a self-limiting illness, I will discuss methods of controlling symptoms rather than prescribing antibiotics.
- When I see a child with a respiratory tract infection (coughs, colds, sore throats, and ear aches) I will use the TARGET - Guide to treat your infection - booklet rather than prescribe antibiotics.
- I will check that antibiotic prescriptions comply with local guidance and query those that do not.
- The next time a customer presents with a self-limiting infection of coughs/colds I will use the patient information leaflet to explain the potential duration of illness and how to treat their symptoms.
- I will undertake one of the recommended CPD activities or e-challenges from the EAAD resources page during EAAD week.

For more information about EAAD, see: http://ecdc.europa.eu/en/EAAD/Pages/Home.aspx
6. Reporting of laboratory antibiotic susceptibility testing

Antibiotic susceptibility testing determines which antibiotic will be most successful in treating a bacterial infection. Laboratories directly influence the antibiotics chosen by a clinician and there is a clear process for reporting. It is important to note that:

- Laboratories may not report a susceptibility test; clinicians have to phone for a result
- Laboratories may only report some of the antibiotics tested
- Laboratories may put the antibiotics in a certain order

Studies have shown that an antibiotic susceptibility result (e.g. for a UTI) influences clinicians’ antibiotic choice not only for that infection but also for other infections. It is therefore important that commissioners check that a local area laboratory reporting procedure is in line with the local antibiotic guidance. The figure below shows how reporting of co-amoxiclav and cefalexin by a laboratory were related to GP use of those antibiotics.

The ESPAUR report (The English Surveillance Programme for Antimicrobial Utilisation and Resistance) contains data on the susceptibility of certain pathogens to key antibiotics during a four year data collection period (2010 to 2013). While previously published data on antimicrobial resistance in the UK have focussed on the national picture, this report also collates for the first time data on resistance at both regional and sub-regional levels. It is hoped that this data will inform end users about the local epidemiology and burden of antibiotic resistance and allow benchmarking against regional and national trends.
7. Conclusions

The TARGET Antibiotics Toolkit is a flexible resource that helps prescribers improve antibiotic prescribing in primary care. This guide has provided an overview for trainers and facilitators of the resources available in the Toolkit and how these can be delivered. By utilising the TARGET resources fully practitioners can:

- Make a difference to the care of individual patients
- Help to slow the development of future resistance in our community
- Help to increase patient self-care and reduce further consultations for minor infections

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Or use this link to view the TARGET Toolkit on our website: www.rcgp.org.uk/TARGETantibiotics/

8. References

