



Public Health
England

Keep Antibiotics Working – A Social Media and TV Campaign

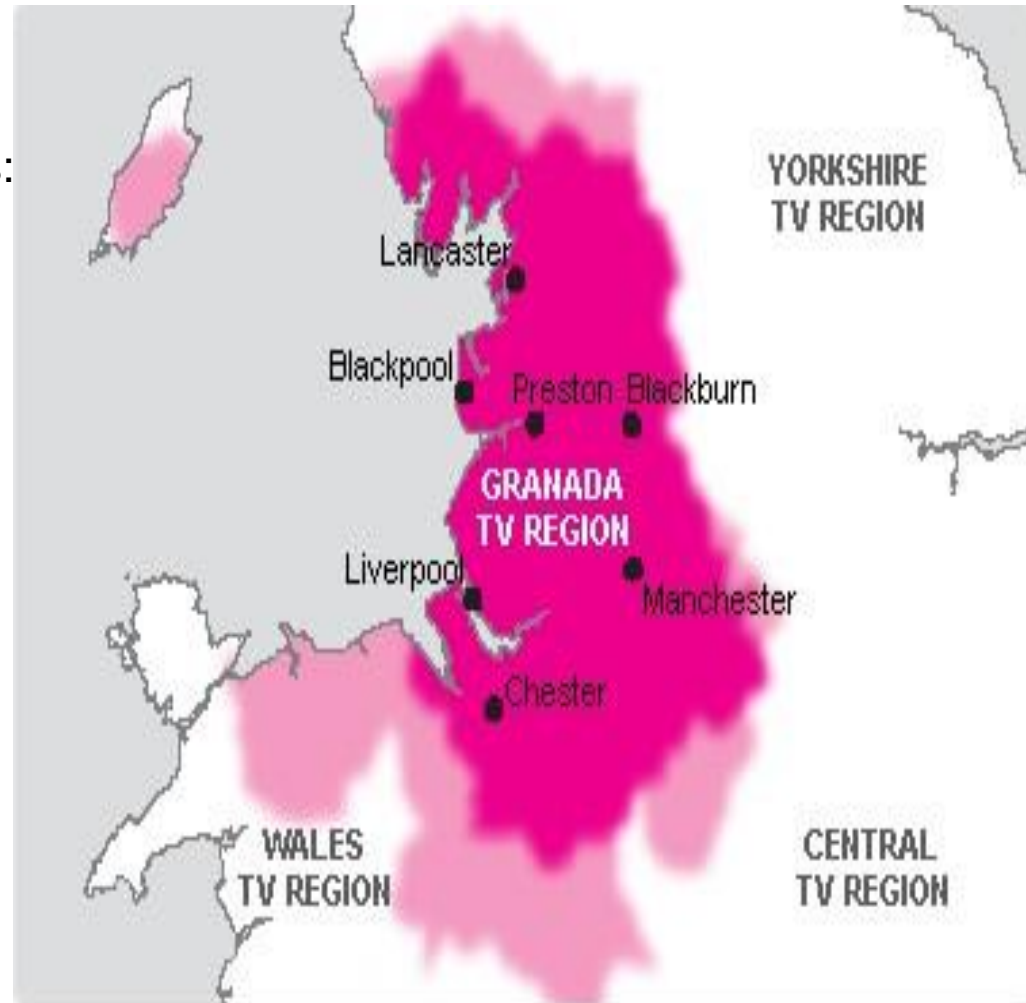


Public Health
England

Pilot In Granada region Winter 2017 - Evaluation

Granada TV region pilot

- Target audience: all adults with a focus on those groups who are mostly likely to be using antibiotics:
 - women aged 20-45, who have primary responsibility for family health
 - older adults (50+), men and women, particularly those with recurrent conditions and high levels of contact with GPs.



Evaluation approach

FEEL WELL

FEEL ILL

AT DOCTORS

Raise issue Reduce expectation Support HCPs

General population survey

Test region (NW):
Pre & post

Control (England):
Pre & post

Prescribers survey

Test region (NW):
Pre & post

Campaign metrics

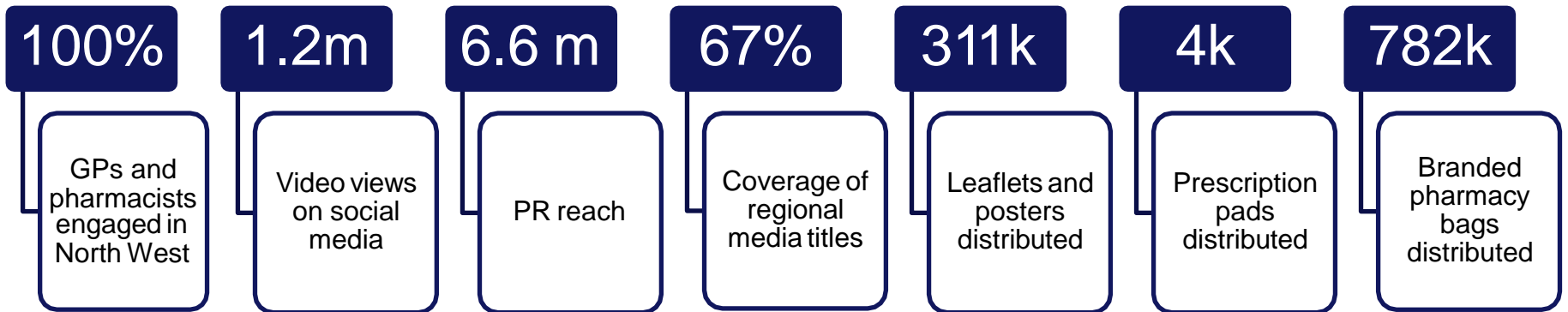
Reach (paid for media, partner use of materials, media coverage); Engagement (film engagement, social listening, web visits etc.)

Prescribing data analysis

Test region

Control region

Achievements in numbers



Awareness is high and we are reducing pressure on GPs

- Research indicates that the pilot has cut through to the target audience with **49% of consumers** and **60% of GPs in the North West** aware of the campaign.
- The memorable creative draws attention with the audience spontaneously recalling the **red pill and catchy song**.
- The campaign appears to have had a positive impact, with people in the region **less likely to ask their GP for antibiotics** after the campaign (a 6ppt shift).
- **GPs are less likely to report being asked to prescribe antibiotics** frequently when they are not needed (a decrease of 9ppt)
- Prescribing data analysis is in progress, and results are due in the autumn



Public Health
England

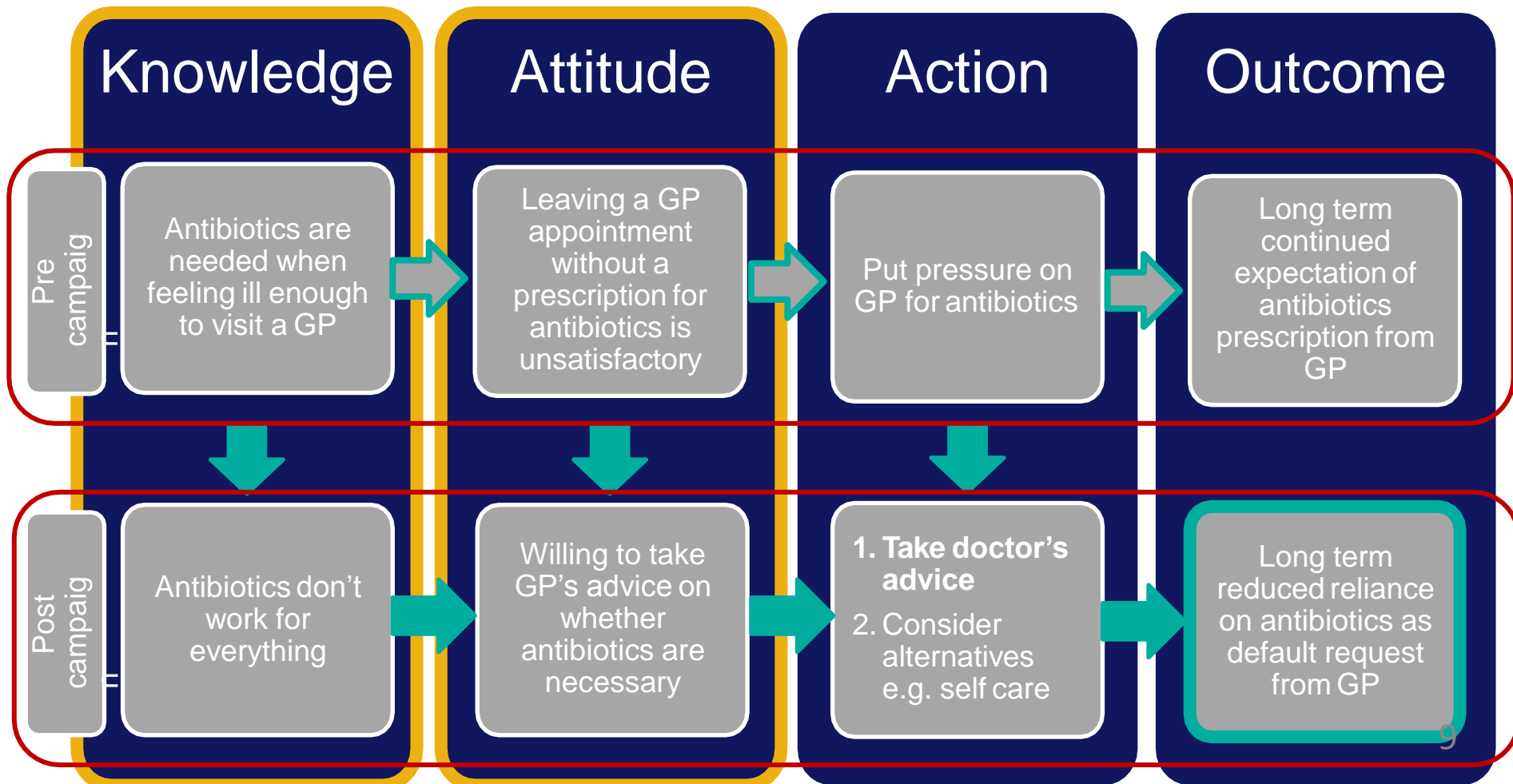
The national campaign October 2017

Campaign objectives



Customer journey

Campaign focuses on improving audience knowledge of the fact that antibiotics don't work for everything and motivating them to trust their doctor's advice.





Key audiences

- Our key audiences remain the same as for the pilot - those most likely to use antibiotics: **young children and older people and their carers**
- Our key audiences are therefore:
 - **Women aged 20-45** who have primary responsibility for family health across SEG groups
 - **Older men and women aged 50+**, with a focus on those with recurrent conditions and high levels of contact with GPs.



Campaign outline

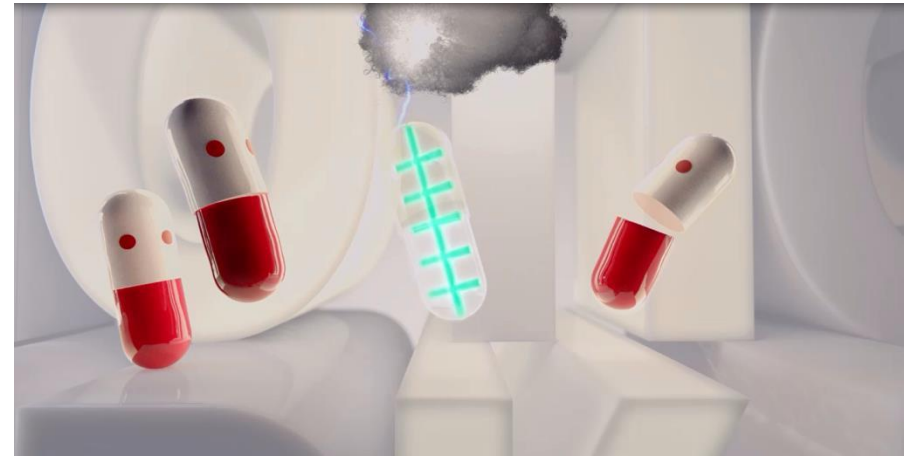
- **23rd October:** 8 week campaign launches
- Antibiotic resistance is a complex problem that requires a **high profile campaign** to land an impactful message around **personal risk** which motivates the audience to change their behaviour without deterring those who do need antibiotics. Our audience **do not need to understand in scientific detail how resistance works** they simply need to know that they don't work for everything leading them to trust their doctors advice.
- **Core campaign proposition:** Taking antibiotics when you don't need them means they are less likely to work for you in the future.
- **Key channels:** The campaign needs to reach a large audience and motivate action - TV, PR and partnerships are viewed as key channels to achieve this. A more streamlined approach will be adopted for the national campaign
- **Call to action:** Take your doctors' advice.




Take your doctor's advice

- **Simple, effective CTA's cut-through:** majority of prescriptions are provided by GPs and research has shown that our audience clearly understand the CTA to 'Take your doctor's advice'
- **The broader range of prescribers** will be reflected in:
 - leaflets and posters for healthcare settings and:
 - national news release and trade press engagement
 - briefings on how to use the campaign materials
 - specific materials/toolkits will be signposted by Antibiotic Guardian
- **Promoting self-care:** Keep Antibiotics Working focuses on the personal risks of antibiotic resistance. The campaign's secondary message which is supported by the national Stay Well This Winter campaign, advises people to go to their pharmacist at the first sign of a winter illness.

TV ad creative



**TAKE YOUR DOCTOR'S ADVICE
ON ANTIBIOTICS**

Keep  Working

Updated press, out of home and digital

Out of home



Public Health England NHS

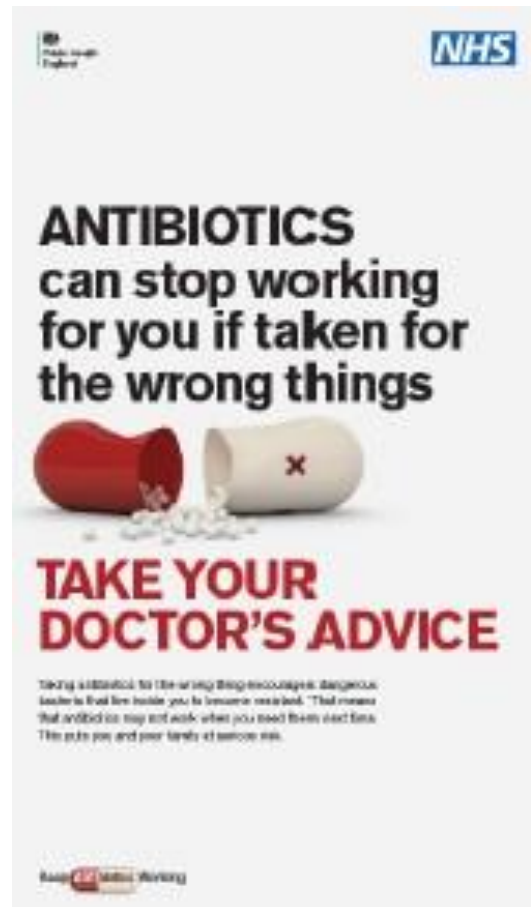
ANTIBIOTICS
can stop working
for you if taken for
the wrong things



**TAKE YOUR
DOCTOR'S ADVICE**


Keep Antibiotics Working

Press



Public Health England NHS

ANTIBIOTICS
can stop working
for you if taken for
the wrong things



**TAKE YOUR
DOCTOR'S ADVICE**

Taking antibiotics for the wrong thing encourages dangerous bacteria that live inside you to become resistant. That means that antibiotics may not work when you need them most. This puts you and your family at serious risk.

Keep Antibiotics Working

Digital



Public Health England NHS

**TAKE YOUR
DOCTOR'S ADVICE
ON ANTIBIOTICS**



Public Health England NHS

FIND OUT MORE >

Keep Antibiotics Working



Evaluation

We are currently finalising our approach to evaluating the national campaign, but it's likely to involve a similar approach to pilot evaluation:

- **Consumers:** we will carry out pre & post campaign tracking to understand how the campaign has impacted on the general public and our specific audience
- **Healthcare professionals:** we will seek to understand how the campaign has impacted upon prescribers

We will support this evaluation with **antibiotic prescribing data analysis** to understand how the campaign has impacted upon rates of antibiotic prescriptions.

Please note that evaluation of the campaign is in planning stages and is subject to change



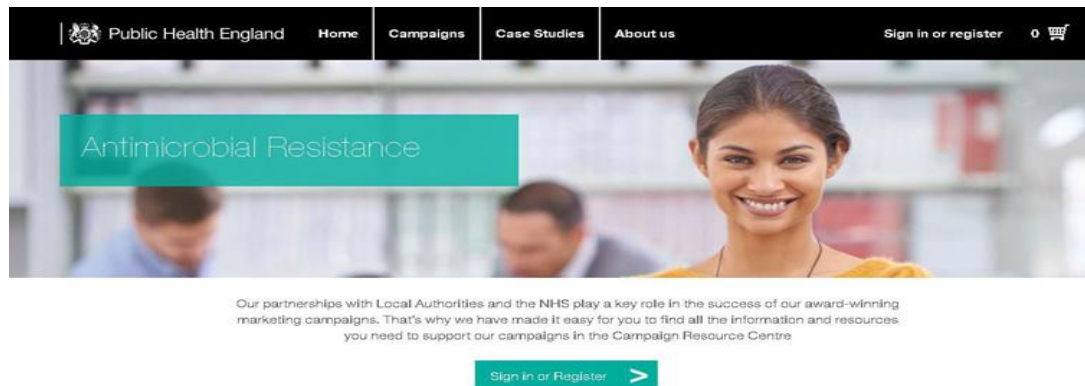
Public Health
England

Get involved



What you can do locally

- **Circulate** information to relevant colleagues
- **Encourage colleagues in organisations to order & display** toolkit assets like posters, digital content and leaflets to support the campaign from the [PHE Campaign Resource Centre](#) available to order or download in August.





Public Health
England

Alignment with other programmes

Awareness activity is pitched at different levels

There are a range of initiatives raising awareness of antibiotic resistance which vary depending on the audience and their current understanding of issue or their scientific general knowledge.

Basic consumer understanding

In-depth scientific understanding

Keep  Working

 ANTIBIOTIC
GUARDIAN



Keep Antibiotics Working

Consumer-led campaign to raise awareness of antibiotic resistance and reduce patient pressure on GPs

Target:

Women aged 20-45 who tend to have primary responsibility for family health

Men and women aged 50+, who have recurrent conditions and high levels of contact with GPs

Antibiotics Guardian

An ongoing campaign that encourages people to take one of series of pledges to help reduce the use of antibiotics.

Target: Broad audience. Pledges are tailored for healthcare professionals, students and educators, and members of the public

European Antibiotic Awareness Day

An annual European public health initiative to raise awareness on about the threat to public health of antibiotic resistance and the importance of prudent antibiotic use.

Target: Hospital and primary care prescribers.

World Antibiotics Week

Raise awareness & understanding of the urgent problem of the inappropriate use of antibiotics & the changes needed to ensure antibiotics are used only when necessary & as prescribed by a health professional.

Target: Public, policy makers and Animal health & production & agriculture

Aligning Antibiotic Guardian and Keep Antibiotics Working

There are a number of key areas for consideration:

- We will explore ways to align the **look and feel** of Antibiotic Guardian with Keep Antibiotics Working.
- Create a **pledge** (at an organisational and individual level) **to support the Keep Antibiotics Working campaign** and make materials available to partners
- **Keep Antibiotics Working campaign** materials made available at the point of registration to be an Antibiotic Guardian
- We will create an **integrated comms calendar** for consumer and professional audiences

Keep  Antibiotics Working

 ANTIBIOTIC
GUARDIAN



Public Health
England

Thank you

Any Questions?