



Engaging Stakeholders to Promote Antibiotic Stewardship

Presentation
to ...

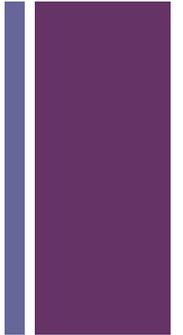
HAI Advisory
Committee

February 11,
2016

From ...

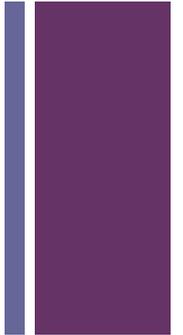


+ Purpose



Develop messages, tactics and tools to help healthcare providers promote responsible antibiotic use to peers, patients and the public.

+ Components



■ Research

- Identify knowledge gaps -- what patients don't know about responsible antibiotics use
- Develop messages and tactics providers can use to communicate

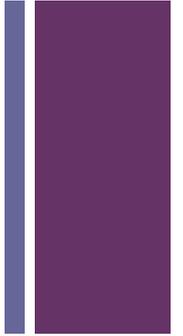
■ Outreach and Communications

- Deliver messages to providers, patients and the public

■ Stakeholder Summit

- Elevate antibiotic stewardship as a public health imperative

+ Stakeholders



Healthcare providers in outpatient settings

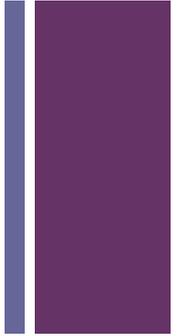
- Physicians, physicians' assistants, nurses and administrators
- Dentists, pharmacists, veterinarians, technicians and assistants
- Clinics, nursing homes, retirement homes, student health centers
- Police, fire, paramedics, EMT

Influencers

- Patient safety, advocacy groups
- CDPH and other regulators
- Academia
- Media

+ Consumer Baseline Survey

March - April

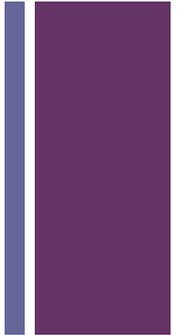


Purpose

- Identify knowledge gaps
- Measure awareness
- Establish baseline data

+ Consumer Baseline Survey

March - April



Methodology

- 1000 adult Californians
- Margin of error = <5 percent
- 15 questions plus screeners
- Provider groups contribute/approve questions
- Based on November 2015 WHO Survey

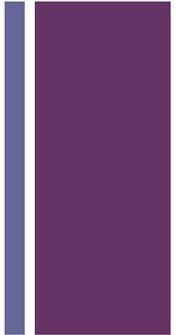


**World Health
Organization**



Consumer Baseline Survey

March - April

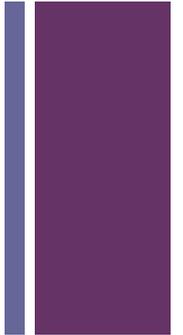


Sample Questions

- When should you stop taking antibiotics?
- Is it OK to take antibiotics prescribed to a friend or family member?
- Will antibiotics relieve cold/flu symptoms?
- Have you taken antibiotics to prevent infection before a medical or dental procedure?
- What is antibiotic resistance?
- Should farmers give antibiotics to animals?
- What can be done to stop superbugs?

+ Consumer Baseline Survey

March - April

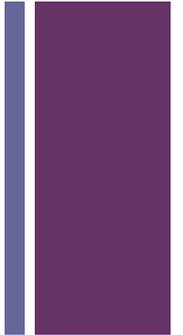


Proposed Role of CDPH

- Contribute questions
- Review questionnaire
- Review research plan
- Review and report results

+ Stakeholder Group Interviews

May - June

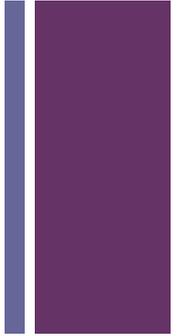


Purpose

- Learn what peers, patients and the public should know
- Identify communications opportunities and challenges
- Identify needs, knowledge gaps
- Recruit future resources, assets

+ Stakeholder Group Interviews

May - June

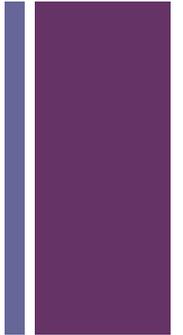


Methodology

- Five open-ended email questions to stakeholder groups
- Summarize and share responses
- Focus groups to discuss, react

+ Stakeholder Group Interviews

May - June

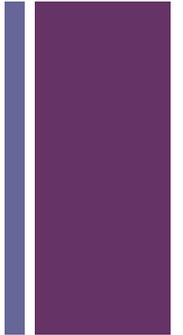


Questions

- What should patients know about using antibiotics?
- Where do providers obtain information?
- What tools would help providers communicate with patients?
- How do medical offices, clinics, nursing homes, emergency responders coordinate and share information among neighboring healthcare facilities, practitioners?

+ Stakeholder Group Interviews

May – June

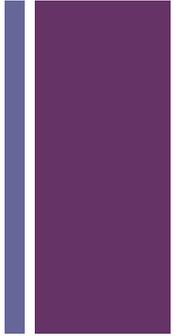


Proposed Role of CDPH

- Review questions
- Review and report results

+ Stakeholder Focus Groups

July - August

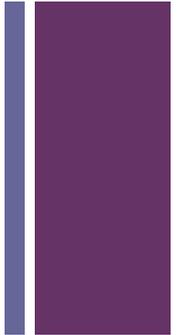


Purpose

- Observe reactions to ideas, messages
- Stimulate new ideas
- Develop, refine messages
- Test credibility of messengers
- Share tactics, opportunities, challenges
- Test ideas for summit agenda

+ Stakeholder Focus Groups

July - August

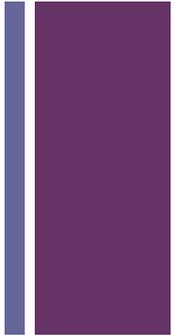


Methodology

- Eight groups: San Diego, Long Beach, Riverside, Fresno, San Jose, Sacramento, Los Angeles, San Francisco
- 15 providers, moderator for each group
- Participants selected for leadership and communications skills
- Topics based on survey results and email interviews
- Summarize and report to stakeholder groups

+ Stakeholder Focus Groups

July - August

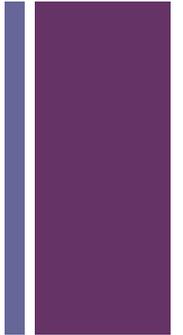


Proposed Role of CDPH

- Review focus group discussion guides
- Suggest participants
- Observe
- Review and report results

+ Outreach/Communications

September - January



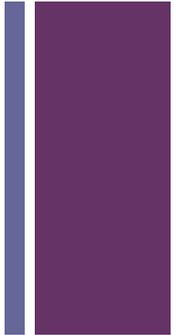
Tasks

- Develop and distribute materials to stakeholder groups
- Deliver messages through stakeholder groups
- Recruit new supporters
- Promote summit
- Generate news, blog, newsletter articles and editorials
- Share information, tools, best practices



Outreach/Communications

September - January

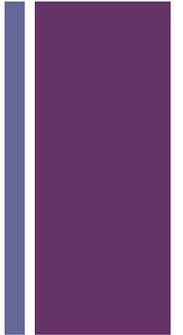


Proposed Role of CDPH

- Develop and distribute information through regular communications channels

+ Stakeholder Summit

September – January

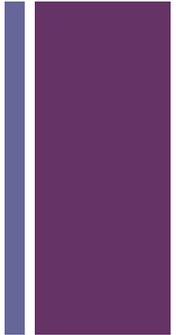


Purpose

- Elevate public awareness of antibiotic stewardship
- Accelerate public education efforts
- Share information, best practices, challenges

+ Stakeholder Summit

September – January

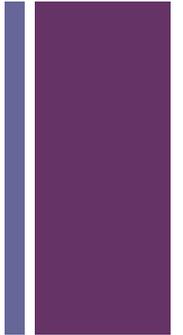


Role of CMA

- Contribute agenda items, speakers
- Promote summit, share information

+ Follow-up Survey

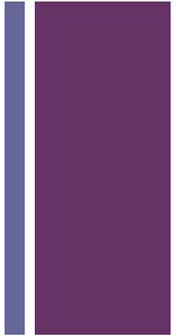
February – March



Purpose

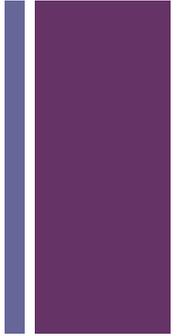
- Measure progress, strengths, weaknesses
- Adjust messages and tactics
- Replicate sample, questions from baseline survey

+ Partners and Prospects



- California Medical Association
- California Nurses Association
- Association of California Nurse Leaders
- California Association of Healthcare Facilities
- California Primary Care Association
- California Pharmacists Association
- California Veterinary Medical Association
- American Dental Association
- PhRMA

+ Conclusion



- Reversing the toll of antibiotic-resistant infections is a top public health priority
- Educating the public and changing behavior is a communications challenge
- Credible research is the foundation for effective communications
- Plan is inclusive, transparent, cost-effective