



# U.S. Antibiotic Awareness Week and World Antimicrobial Resistance Awareness Week 2024

## Planned activities and products

U.S. Centers for Disease Control and Prevention  
September 10, 2024

# Agenda

- Welcome, Stefanie McBride

*Associate Director for Policy and Partnerships, CDC's Antimicrobial Resistance Coordination and Strategy Unit (ARX)*

- Overview of Awareness Week themes & activities, Stefanie McBride

- Overview of antibiotic use topics focused on human healthcare settings, Vanessa Iheanachor

*Antibiotic Use Communications Lead, CDC's Division of Healthcare Quality Promotion*

- Overview of topics across One Health, Amanda Carnes

*Deputy Director for Communications, CDC's Antimicrobial Resistance Coordination and Strategy Unit (ARX)*

- Wrap-Up, Stefanie McBride

# Welcome




18-24 NOVEMBER



U.S. Antibiotic Awareness Week (USAAW) and World Antimicrobial Resistance Awareness Week (WAAW) are opportunities to highlight the importance of preventing infections, improving antibiotic and antifungal use, and combating antimicrobial resistance (AR).

AR is a One Health problem—the health of people is connected to the health of animals, the environment, and plants.

# USAAW Daily Themes for Monday and Tuesday

- November 18: Fighting antimicrobial resistance takes all of us
  - [Learn](#) about actions you can take to fight antimicrobial resistance.
-  November 19: The global threat of antimicrobial resistance
  - [Read](#) how CDC is helping countries around the world improve their abilities to detect and combat antimicrobial resistant in healthcare settings.
- November 20 - Human health & antimicrobial resistance
  - Individuals, parents, and caregivers, [learn more](#) about antibiotic do's and don'ts.
  - Physicians, [find](#) resources for patient education on antibiotic use.
- November 21 - Animal health & antimicrobial resistance
  - [Learn](#) about specific infection prevention actions livestock and poultry producers can take to fight antimicrobial resistance.

# USAAW Daily Themes for Friday and Saturday

- November 22 - Antimicrobial resistance in agriculture and the environment
  - [Learn](#) how antimicrobial resistance can spread through the environment and in agriculture.
-  November 23 – One Health approach to antimicrobial resistance
  - Antimicrobial resistance is a [One Health](#) problem, which recognizes the health of people is closely connected to the health of animals and our shared environment.
-  November 24 – Continuing the fight against antimicrobial resistance
  - [Learn more](#) about CDC's investments into fighting antimicrobial resistance.
  - [Find](#) what actions you can take to fight antimicrobial resistance.

# 🌐 WAAW: Educate. Advocate. Act now.

- New theme for 2024
- WHO World AMR Awareness Week [webpage](#)



# CDC USAAW Toolkit

- Daily themes and key messages
- **Go Purple** campaign
- Social media messages
- Graphics for social media and a webinar background
- Activities during USAAW
- Resources



[Bit.ly/USAAW2024](https://bit.ly/USAAW2024)

# USAAW Activities

- November 18-24, **Go Purple** for USAAW
  - Individuals, companies, and communities can:
    - Wear purple
    - Turn social media **purple** by sharing pictures and tagging #AntimicrobialResistance and #USAAW24
    - Light up buildings and landmarks in **purple** (Hex #2E008B or #685BC7)
- X Chats
  - CDC, Society of Infectious Diseases Pharmacists, The Society for Healthcare Epidemiology of America, and American College of Clinical Pharmacy Infectious Disease Practice and Research Networks
    - Date/Time: Thursday, November 21, 2-3 p.m.
    - Topic: Fighting Antimicrobial Resistance Takes All of Us
    - Join the conversation, [@SIDPharm](https://twitter.com/SIDPharm)
  - Date TBD: Global X Storm
    - Join the conversation, [@CDC\\_AR](https://twitter.com/CDC_AR)
- Print/Digital Media
  - Pursuing media opportunities and placements featuring CDC subject matter experts across the one health



# USAAW Activities continued

## ▪ Webinars

- Tuesday, November 19, 7:30-9 a.m. EST, CDC's International Infection Control Branch
  - Topic: Navigating Antimicrobial Resistance in Neonates
  - Presenters: CDC's International Infection Control Branch experts and global partner
  - Registration Link: Forthcoming
- Tuesday, November 19, 1-2 p.m. EST, American Society of Health-System Pharmacists
  - Topic: Penicillin Allergy De-labeling as a Tool for Inpatient Antimicrobial Stewardship: A Real-World Experience
  - Presenters: Melinda Neuhauser; Cosby Stone, Jr.; Joanna L. Stollings
  - Registration Link: <https://attendee.gotowebinar.com/register/5214080293817514326>
- Wednesday, November 20, 3-4 p.m. EST, CDC and Federal Office of Rural Health Policy
  - Topic: Implementation of Priority Core Elements in Critical Access Hospitals
  - Speakers: Melinda Neuhauser, Anthony Rodewald, Trevor VanSchooneveld, Amy Webb
  - Registration Link: [https://cdc.zoomgov.com/webinar/register/WN\\_gN14frcnQm27s1MkKmAzwQ](https://cdc.zoomgov.com/webinar/register/WN_gN14frcnQm27s1MkKmAzwQ)

## ▪ Podcasts

- Thursday, November 21, American Society of Health-System Pharmacists
  - Topic: Be Antibiotics Aware: Management of Community-acquired Pneumonia in Hospitalized Adults
  - Speakers: Jerod Nagel; Michael Pulia; Arjun Srinivasan
  - Free to listen: [Clinical Conversations - ASHP](#)

# Topic: Antibiotic Use in Human Healthcare Settings



# BE ANTIBIOTICS AWARE

## ■ New and Recently Updated Resources

### ■ New

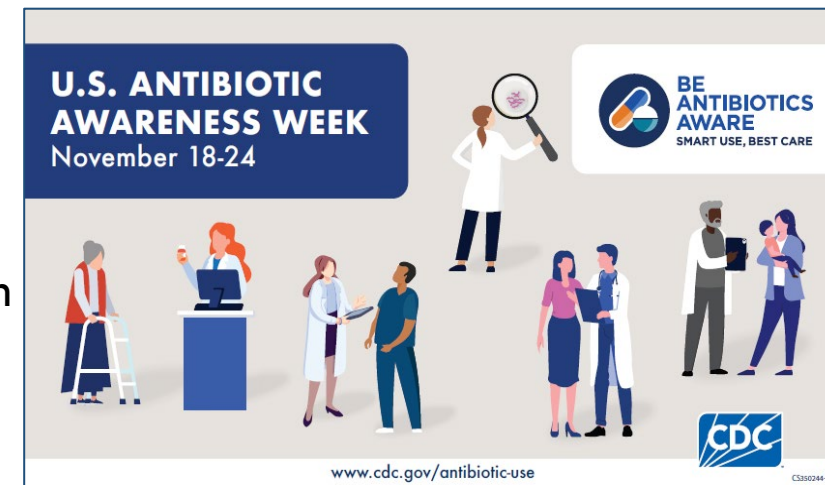
- **Coming Soon!** Antibiotic Use and Stewardship in the United States, 2024 Updates: Progress and Opportunities
- **Coming Soon!** Materials:
  - Commitment to Improve Antibiotic Use Fact Sheet
  - Dental Antibiotic Prescribing Checklist
  - Know When Antibiotics Work for Your Child Brochure

- Penicillin De-labeling graphic

- **Coming Soon!** Association for Dental Safety (formerly OSAP) Blog:  
*Dentists: Improve patient safety by optimizing antibiotic prescribing*

### ■ Updated Webpages/Graphics:

- *Be Antibiotics Aware* Partner Toolkit
  - New USAAW annual promo graphic
- CE for Health Departments – Interactive Map
- CE of Hospital Antibiotic Stewardship/Priorities for Hospital Implementation
- CE of Outpatient Antibiotic Stewardship



[cdc.gov/antibiotic-use](http://cdc.gov/antibiotic-use)

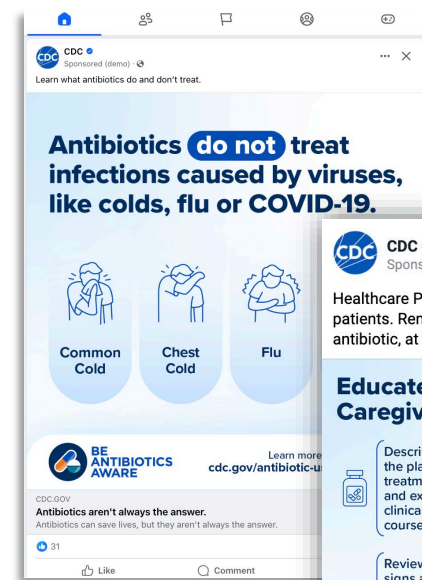
# Topic: Antibiotic Use in Human Healthcare Settings, Cont.



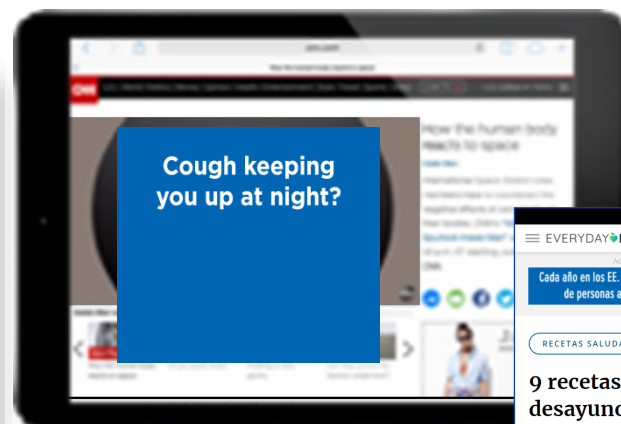
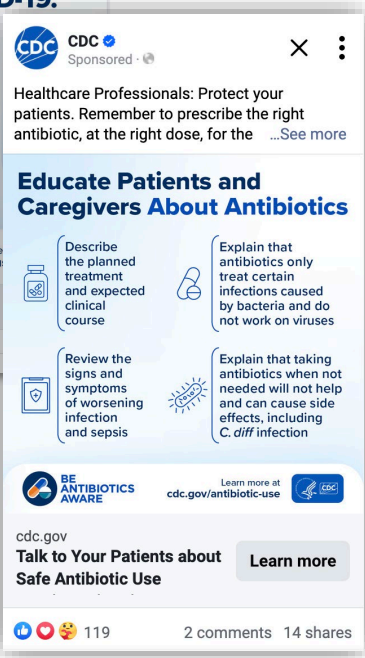
# BE ANTIBIOTICS AWARE

## ■ Paid Media

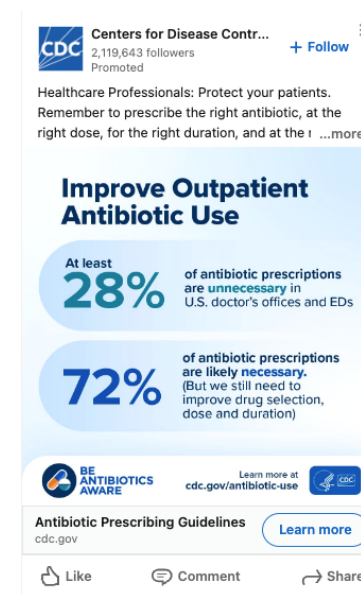
- Heavy push between November 1 – December 15
- Tactics: Meta (Facebook and Instagram), Zeta (Programmatic Display Ads), Mesmerize (OOH/Poster Placements), and LinkedIn



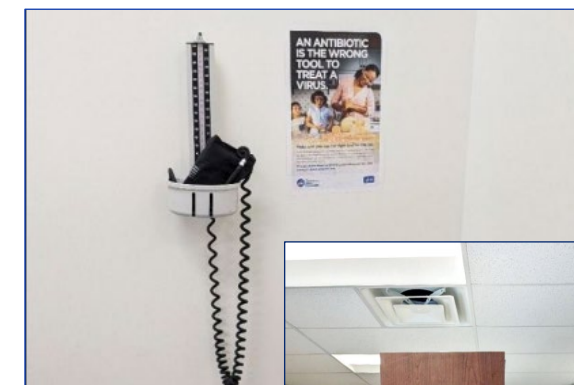
Meta



Zeta



LinkedIn



Mesmerize



[cdc.gov/antibiotic-use](https://www.cdc.gov/antibiotic-use)

# Topic: Antimicrobial-resistant Ringworm

- Studies have found:
  - Dermatophyte infections are often self-treated by patients or may be misdiagnosed.
  - Emergence of severe and antimicrobial-resistant ringworm infections in humans in multiple states in the U.S.
  - Prescribing practices among human clinicians have shown concerning high rates of (frequently inappropriate) prescribing for topical corticosteroid-creams, which are less effective and more expensive than antifungal monotherapy, can worsen ringworm, and may be driving resistance.
- Antimicrobial-resistant ringworm has been diagnosed in animals outside the U.S.
- Preventing the emergence and spread of antimicrobial-resistant ringworm requires a One Health approach to improve disease awareness, surveillance, diagnosis, and antifungal prescribing.

# Topic: Antimicrobial-resistant Ringworm, Continued

- What can human and animal healthcare providers do?
  - Understand better prescribing practices for topical antifungals and combination antifungal-corticosteroids. [Discover](#) 5 things to know when prescribing or recommending topical antifungals and combination antifungal-corticosteroids.
  - [Check out](#) CDC and the American Academy of Dermatology's information sheets for clinicians on how to diagnose emerging ringworm.
  - [Learn more](#) about ringworm and fungal nail infections.
  - [Stay informed](#) about emerging strains and [report](#) suspected cases of resistant ringworm.
- Promotional activities during USAAW:
  - Social media posts
  - Email newsletters

# Topic: Fungal Respiratory Diseases

- Coccidioidomycosis (Valley fever), histoplasmosis, and blastomycosis are acquired from fungi that live in the environment.
  - Typically cause pneumonia, with same symptoms as bacterial or viral pneumonias
  - Often misdiagnosed leading to inappropriate use of antimicrobial drugs and contributing to antimicrobial resistance
  - Can also occur in animals, causing severe disease
- What can human and animal healthcare providers do?
  - Work together to diagnose infections early and identify potential outbreaks.
  - [Use](#) CDC's testing algorithms for fungal pneumonias.
  - [Follow](#) clinical testing guidance for Coccidioidomycosis, histoplasmosis, and blastomycosis.
- Promotional activities during USAAW:
  - Social media posts
  - Email newsletters
  - Continuing education activity

# Topic: Carbapenem-resistant Enterobacterales (CRE)

- CRE is becoming an emerging human and animal health threat in veterinary clinics in the U.S.
- What can veterinarians do?
  - Be aware of CRE, implement infection prevention and control practices to prevent nosocomial transmission, and be prepared to identify and respond to CRE in veterinary facilities.
  - [Watch](#): “The Hidden CRE Threat: What Vets Need to Know”.
  - [Learn more](#) about CRE and veterinarian basics.
- Promotional activities during USAAW:
  - Social media posts
  - Email newsletters
  - Messaging through channels for veterinarians

# Topic: Veterinary Stewardship

- Veterinary adherence to antibiotic and antifungal stewardship recommendations is important to prevent the emergence and spread of antimicrobial-resistant pathogens and preserve medically important antibiotics and antifungals for humans and animals.
- What can veterinarians do?
  - Increase use of culture and antimicrobial susceptibility testing.
  - Adhere to published clinical treatment guidelines.
  - [Learn more](#) about the effect of antimicrobial stewardship guidelines on prescription of critically important antimicrobials for dogs and cats.
  - [Discover](#) how healthcare providers and veterinarians can help control antimicrobial resistance.
- Promotional activities during USAAW:
  - Social media posts
  - Email newsletters
  - Messaging through channels for vets

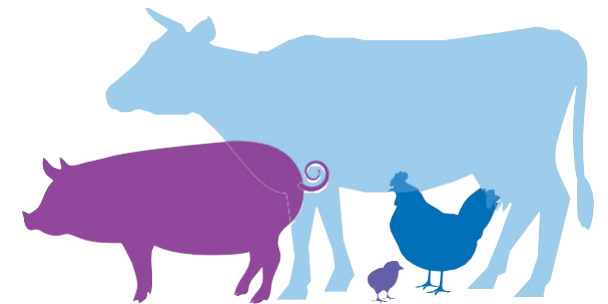


# Topic: National Antimicrobial Resistance Monitoring System (NARMS)

- Antimicrobial resistance in enteric bacteria is a One Health problem.
- NARMS innovates methods and responses with data for action.
  - Proactively approaches One Health issues
  - Integrates with federal data sources across the One Health spectrum
  - Improves data access and sharing
- Learn more about NARMS from [CDC](#), [FDA](#), and [USDA Food Safety and Inspection Service](#)
- Promotional activities during USAAW:
  - Partner letter

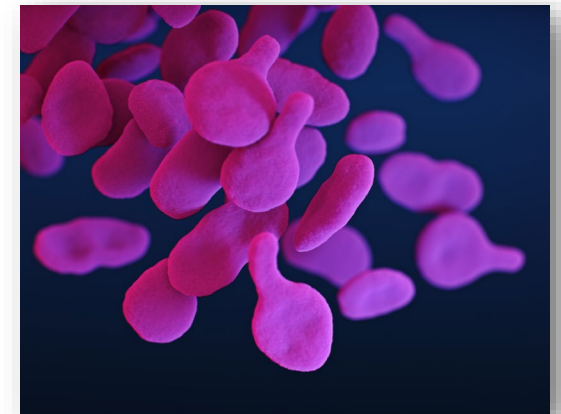
# Topic: CDC's Collaboration with Animal Industry Partners

- CDC collaborates with partners working in the AR and One Health space, such as the National Institute for Animal Agriculture (NIAA) and the National Institute of Antimicrobial Resistance Research and Education (NIAMRRE).
- CDC is actively engaging with animal industry professionals through opportunities (e.g., visits to farms) designed to facilitate learning and discussion about antimicrobial resistance, food safety, and One Health.
- [Learn more](#) about antimicrobial resistance in food and food animals.
- [Check out](#) information on antimicrobial use and antimicrobial resistance from the American Veterinary Medical Association.
- Promotional activities during USAAW:
  - Social media posts
  - Partner letter




# Topic: Drug-resistant STIs

- Half of all gonorrhea infections are resistant to at least one antibiotic.
  - Healthcare providers can:
    - [Follow](#) current treatment guidelines.
    - Monitor for/[report](#) suspected treatment failures to local/state health department STD programs.
    - Know where to send gonorrhea culture tests when a patient needs one to avoid susceptibility delays.
- Drug-resistant strains of *Mycoplasma genitalium* (*Mgen*) are increasing.
  - Healthcare providers should [report](#) suspected *Mgen* treatment failures.
- [Check out](#) the clinical guidelines on counseling patients regarding doxycycline post-exposure prophylaxis for bacterial sexually transmitted infection prevention.
- Promotional activities during USAAW:
  - Social media posts



# RECAP! How can I get involved?

- Visit the USAAW web page and share and use the resources in the toolkit
  - [Bit.ly/USAAW2024](https://bit.ly/USAAW2024)
- Go Purple for USAAW
  - Wear purple
  - Light up buildings and landmarks in purple
  - Bring purple to your online presence and tag #AntimicrobialResistance, #USAAW24
- Join the SIDP/SHEA/CDC/ACCPIDPRN Live X (formerly Twitter) conversation, [@SIDPharm](https://twitter.com/SIDPharm)
-  Join the Global X (formerly Twitter) Storm
  - CDC will post on [@CDC\\_AR](https://twitter.com/CDC_AR)



# RECAP! How can I get involved?

- Use social media to spark conversation via Facebook, Twitter, Instagram, and LinkedIn
  - Follow [@CDC\\_AR](#).
  - Use the official hashtags: #AntimicrobialResistance, #USAAW24.
- Download, share, and distribute *Be Antibiotics Aware* educational materials, for [patients/families](#) and [healthcare professionals](#).
- View the [Be Antibiotics Aware partner toolkit](#) for key messages, sample social media posts, graphics, materials, and more.
- Sign-up for [our listserv](#) to stay informed on the latest information covering antimicrobial resistance and antibiotic use.
- Email [ARXPolicy@cdc.gov](mailto:ARXPolicy@cdc.gov) and share your organization's USAAW/WAAW activities to be included in a list of partner activities on our website.



# Upcoming events and activities



- September 11: CDC will send a follow-up email with today's slides
- September 11-September 25: Submit your USAAW/WAAW activities to be listed on our website
- October 7: Activities posted to USAAW web page
- October 14: CDC will send email promoting USAAW
- November 18-24: USAAW/WAAW

# Stay up to date with the latest AR information and events

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[www.cdc.gov/antimicrobial-resistance](http://www.cdc.gov/antimicrobial-resistance)



[@CDC\\_AR](https://twitter.com/CDC_AR)



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