

EUROPEAN ANTIBIOTIC AWARENESS DAY



A European Health Initiative 

What is European Antibiotic Awareness Day?

18 November 2008 will mark the first-ever European Antibiotic Awareness Day which will be celebrated in the 27 EU Member States. European Antibiotic Awareness Day will be an annual event which will raise awareness on how to use antibiotics in a responsible way that will help keep them effective also in the future.

Who is responsible for European Antibiotic Awareness Day?

European Antibiotic Awareness Day is an initiative of the European Centre for Disease Prevention and Control (ECDC) working in close collaboration with the Institutions of the European Union and Member State authorities, the World Health Organization and many other relevant representative stakeholder groups such as the European Society of Clinical Microbiology and Infectious Diseases (ESCMID) and the Standing Committee of European Doctors (CPME).

ECDC and its partners encourage all — health authorities, healthcare professionals, child care professionals and social workers as well as private organisations, families and individuals — to take part in the initiative and to launch their own activities or discussions on responsible use of antibiotics on European Antibiotic Awareness Day.

Why do we need a European Antibiotic Awareness Day?

The inappropriate use of antibiotics has become a serious threat to public health in Europe. Taking antibiotics for the wrong reasons or incorrectly causes bacteria to develop resistance against antibiotic treatments with a risk of rendering antibiotics ineffective in the future.

There is a need for public awareness across Europe about antibiotic use to address this health threat. A European-wide campaign will compliment national strategies where they exist and encourage campaigns in countries where they do not exist.

Why is responsible use of antibiotics important?

Keeping antibiotics effective is everyone's responsibility. Responsible use of antibiotics can help reverse the growing trend of antimicrobial resistance and keep antibiotics effective for the use of future generations. On this basis, it is appropriate to inform the public, health professionals and carers of the sick, elderly and children about when and how to take antibiotics responsibly.

The aim of European Antibiotic Awareness Day is to emphasise the importance of taking antibiotics responsibly by putting an end to unnecessary use of antibiotics and encouraging people to follow their doctor's instructions on how to take antibiotics in the appropriate way.

Examples of logos and slogans for the European Antibiotic Awareness Day, 18 November 2008.



**COLD? FLU?
TAKE CARE
NOT ANTIBIOTICS**

A European Health Initiative 

Resting hedgehog logo



**COLD? FLU?
GET WELL
WITHOUT ANTIBIOTICS**

Kicking hedgehog logo



**COLD? FLU?
TAKE CARE
NOT ANTIBIOTICS**

Scarf logo



A European Antibiotic Awareness Day website will be launched at:
<http://antibiotic.ecdc.europa.eu>