

Get Smart about Antibiotics Week 2008 Messages include:

Long-Term Goal:

- Reduce the spread of antibiotic resistance

Objectives:

- Increase the knowledge of the general public and modify their attitudes and behaviors regarding appropriate antibiotic use and antibiotic resistance. This includes:

- 1) decreasing demand for antibiotics for upper respiratory infections* among healthy adults and parents.
- 2) increasing adherence to prescribed antibiotics for upper respiratory infections.
 - Decrease unnecessary prescribing of antibiotics for upper respiratory infections.
 - Decrease sharing and saving of previously prescribed antibiotics.
 - Increase adherence to healthy behaviors to prevent acquiring a upper respiratory infection.

*Upper Respiratory Infections include: pharyngitis, bronchitis, otitis media, sinusitis, and the common cold

Key Messages:

- Antibiotics do not treat viral illnesses like colds and sore throat (except strep throat).
- Your body will fight viral illnesses that cause most upper respiratory infections.
- You should only use antibiotics that are prescribed to you by a healthcare provider; always follow the instructions on the label and properly dispose of any leftover medication.
 - Do not share your antibiotics with anyone, not even a family member.
- The inappropriate use of antibiotics may lead to unnecessary and sometimes dangerous side effects.
- Each time people take antibiotics, they are more likely to carry resistant germs in their noses and throats.
- Common antibiotics cannot kill these resistant germs.
- Good hand hygiene is one of the best ways to keep from getting sick and spreading illnesses.
- Appropriate antibiotic use can help protect you and your child.