

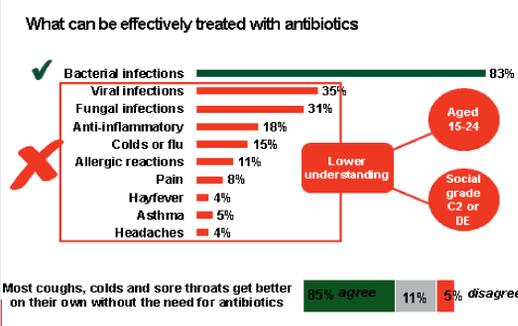
“Antibiotic” has had its day... time to use more specific terms like antibacterial, antiviral, antifungal, or anti-inflammatory medicine?

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INTRODUCTION – What we already know

- Patients understand antibiotics can effectively treat bacterial infections, but not coughs and colds
- Some patients report antibiotics can treat non-bacterial infections and symptoms



- UK surveys show a person's antibiotic use is not related to their knowledge¹
- Multifaceted Antimicrobial stewardship interventions can reduce antibiotic use²
- Despite 20 years of education and campaigns in UK and beyond there is still misunderstanding about the terms: antibiotic and antimicrobial³

AIMS

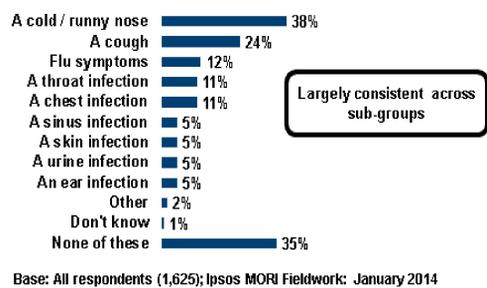
- Determine the general public's understanding about antibiotics and resistance:
 - What antibiotics are
 - What illnesses antibiotics can help
- Determine the general public's reported use of antibiotics
- Compare reported use in 2017 to 2014
- Use results to inform future public educational needs and campaigns

METHODS

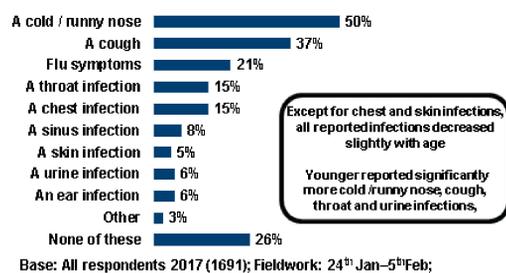
- 1,691 adults (15+) in England participated in face-to-face interviews at home using Computer Assisted Personal Interviewing.
- Interviews were done by Ipsos MORI omnibus between 24th Jan to 5th Feb 2017
- Data is weighted so that it is broadly representative of the population.
- Results in different groups of the population were compared

RESULTS

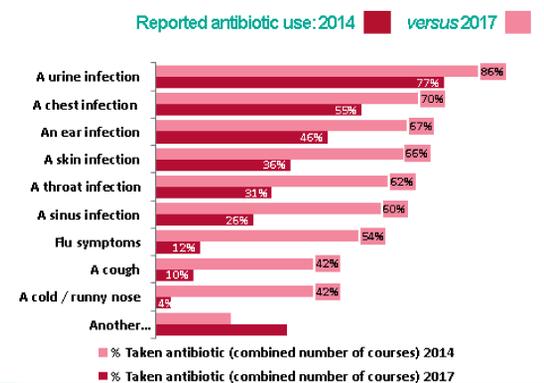
In 2014 65% of the public had symptoms of an infection in the past 12 months



In 2017 74% of the general public had symptoms of an infection in the past 12 months

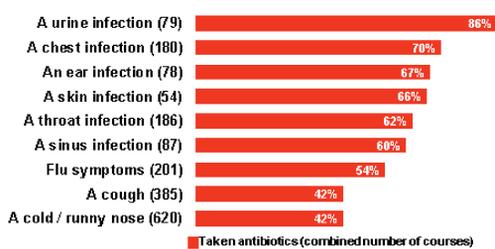


In 2017 reported use was much lower for infections which are often treated with OTC medicines



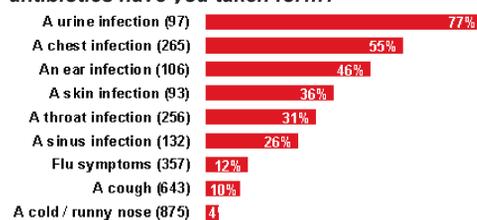
In 2014 a high proportion of the public reported they had taken antibiotics for each infection

2014: As you may know, antibiotics are prescribed for some infections. In the last 12 months, approximately how many courses of antibiotics have you taken for?



In 2017 the antibiotic use question was in exactly the same place but the wording of was clarified

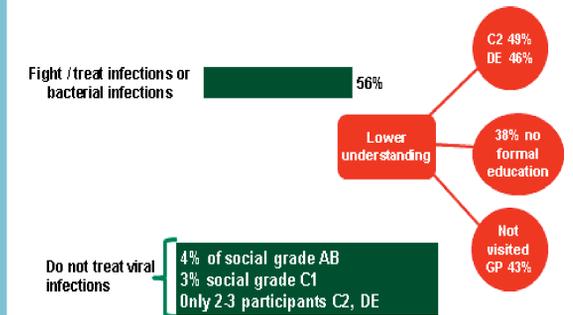
As you may know, antibiotics such as amoxicillin or penicillin are prescribed for some infections. We are not asking about paracetamol or ibuprofen or other over the counter products such as cough syrups. In the last 12 months, how many courses of antibiotics have you taken for...?



In 2017 reported antibiotic use was much lower

2017 understanding about what an antibiotic treats was low in an OPEN question about antibiotics

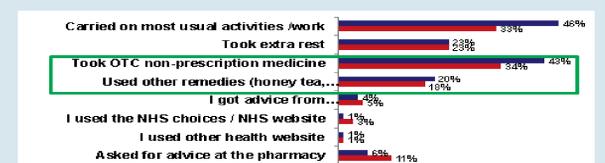
Understanding was lower in: Social classes C2, DE, if they had NOT visited GP surgery



DISCUSSION

- There are many limitations to the data collection
- Is the ten fold difference in antibiotics for some infections (cold runny nose) over the 3 years
- Real?
- or due to explanation in 2017 giving examples of antibiotics (*amoxicillin or penicillin*), and clarifying that *paracetamol or ibuprofen or other over the counter products such as cough syrups* are not antibiotics?

- Hypothesis:** the public consider paracetamol, and anti-inflammatories and OTCs are also antibiotics
- This hypothesis is supported by our survey data (Figure to right): those with cold/runny nose: or cough, throat, ear, sinus, chest infection or flu symptoms: reported taking OTC and other remedies for their symptoms.



- Other qualitative work with young people also indicates they think paracetamol is an antibiotic⁴

CONCLUSIONS

- The results are very thought provoking!
- Has the term “Antibiotic” had its day?
- isn't it time to be more specific and use the terms antibacterial, antiviral, antifungal, anti-inflammatory, anti-pyretic/anti-fever?
- This misunderstanding is probably longstanding, and will have affected many other survey responses

We should further investigate

- The misunderstanding of the term antibiotics
- Why the public may think paracetamol is an antibiotic
- If using the terms antibacterial, antiviral, antifungal, anti-inflammatory, anti-pyretic/anti-fever increases public understanding
- If using antibacterial, antiviral, antifungal improves antibiotic use

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- Everyone in the e-Bug team and PCU team