

ESE Antibiotic Awareness Campaign

To promote the appropriate use of local and systemic antibiotics in Endodontics and prevent their misuse



European Society of Endodontology

ESE Antibiotic Awareness Campaign

**Join ESE & World Health Organisation to promote
World Antibiotic Awareness Week**

13-19 November 2017



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What is antibiotic resistance?

- when bacteria adapt and develop a way to protect themselves from being killed by antibiotics
- bacteria are more likely to develop resistance when antibiotics are overused or not used as prescribed

Why is it a problem?

- **infections caused by antibiotic resistant bacteria are more difficult to treat leading to increased levels of disease and death and longer hospital stays**
- **surgical operations and treatments like chemotherapy all require antibiotics to be successful; if our antibiotics do not work these procedures will become impossible without risk of infection**

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Why is it a problem?

- **misuse of antibiotics and the side-effects they produce add to the financial burden of health care systems and society in general;**
- **unwanted side-effects such as anaphylactic reactions, gastrointestinal problems etc. will impact on the well-being of patients;**

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Why is it a problem?

- antibiotic prescribing for common dental/medical problems increases patient expectations for antibiotics, leading to a vicious cycle of increased prescribing in order to meet expectations

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What can you do?

- **pledge to reduce the unnecessary use of antibiotics in Endodontics that can help prevent the development and spread of antibiotic resistance and improve patient outcomes**

Antibiotic awareness campaign

What the ESE is doing

Developing and coordinating an antibiotic awareness campaign to help prevent the development and spread of antibiotic resistance by:

- 1. Working with full member national societies of the ESE to develop local campaigns to promote the appropriate use of antibiotics in Endodontics by members of the dental profession, and to inform other national dental organisations, the public and media;**



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Antibiotic awareness campaign

What the ESE is doing

Developing and coordinating an antibiotic awareness campaign to help prevent the development and spread of antibiotic resistance by:

- 2. Working with dental schools in countries affiliated to the ESE to promote the education of undergraduate and postgraduate students in the correct use of systemic and local antibiotics in Endodontics and thus avoid their future misuse;**



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Antibiotic awareness campaign

What the ESE is doing

Developing and coordinating an antibiotic awareness campaign to help prevent the development and spread of antibiotic resistance by:

- 3. Working with its individual specialist, certified and guest members with the aim of promoting the appropriate use of antibiotics by referring practitioners and other healthcare professionals;**

Antibiotic awareness campaign

What the ESE is doing

Developing and coordinating an antibiotic awareness campaign to help prevent the development and spread of antibiotic resistance by:

- 4. Running a social media campaign to promote the appropriate use of antibiotics in Endodontics via Facebook, LinkedIn and Twitter with the aim of informing healthcare professionals, dental/medical organisations, the public, and the press/media;**



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Resources and information

The ESE has published a Position Statement on “The use of antibiotics in Endodontics”, see:

[ESE Position Statement on use of antibiotics in Endodontics](#)

The ESE has also been associated with a review paper on “Antibiotics in Endodontics”, see:

[Antibiotics in Endodontics: a review](#)



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Resources and information

For other sources of information, see:

[Antimicrobial resistance strategies and action plans](#)

[hEUR/RC61/14 European strategic action plan on antibiotic resistance](#)

[European strategic action plan](#)

[European strategic action plan on antibiotic resistance 2011-2016](#)

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Resources and information

For other sources of information, see:

[Infographics 2017](#)

[Seek advice from a qualified healthcare professional before taking antibiotics](#)

[NHS England resources](#)



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For National Societies

Consider the following actions:

- **Appoint an “antibiotic champion” to lead/drive the campaign;**
- **Develop a comprehensive awareness campaign for the dental profession, other healthcare organisations, the public and the press;**
- **Ensure the campaign has valid key messages that are simple yet effective;**
- **Establish what other medical/dental societies have achieved and consider aligning your campaign and using their good practice.**



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For Dental Schools

Consider the following actions:

- **Work with colleagues to review current teaching and training in use of antibiotics in Endodontics at both UG and PG levels;**
- **Ensure that students are aware of the current crisis in antibiotic resistance and the associated risks;**
- **Ensure that students are aware of the need to restrict the use of systemic antibiotics in Endodontics to appropriate cases and clinical scenarios.**



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For Dental Schools and National Societies

The future:

- Refresh your awareness campaign each year and align it with World Antibiotic Awareness Week, normally mid-November;
- Develop an audit tool to evaluate the effectiveness of your campaign and make changes when required;
- Liaise with other dental schools and medical/dental societies and consider aligning your campaign to add value and impact.



Antibiotic awareness campaign

For help and advice

Contact:

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