Developing educational resources around antibiotic use for 15-18 year olds based on qualitative interviews in England, France, Cyprus and Saudi Arabia


BACKGROUND INFORMATION
15 – 24 year olds are the least informed and highest adult users of antimicrobials, but are the most likely to change their minds on antibiotic use after receiving information about it.

SOCIAL MARKETING FRAMEWORK
This framework is used as a basis for campaigns. It aims to motivate behaviour change to improve health outcomes.

AIMS
Through questionnaire and qualitative methods:
1. Determine the most appropriate educational venues.
2. Research young adults’ attitudes towards antibiotic use.
3. Research approaches that are effective in changing attitudes to antibiotic use and behaviours in young adults.
4. Develop an educational resource using the social marketing framework to facilitate behaviour change to help contain AMR.

SAMPLE
150 students aged 15-18 years participated: 63 student interviews and 87 in focus groups. 75% were female. 41 educators took part. Participants were from four countries: UK, France, Cyprus and Saudi Arabia.

INTERVIEW RESULTS: MAIN TARGET BEHAVIOURS FOR INTERVENTION
Reducing use of antibiotics to treat uncomplicated URTIs
Encouraging prescription adherence

RESULTS: BEHAVIOURAL COST
Not taking antibiotics for uncomplicated URTIs:
• Means feeling unwell for longer
• Your absence from school may not seem justified to others
• Longer absence from school may make you fall behind in lessons
Taking antibiotics as prescribed:
• Means swallowing more tablets, and this is difficult
• Antibiotics taste horrible
• It is a hassle and gets in the way of their busy lifestyles
• Can get unpleasant side effects like thrush
• Means avoiding alcohol (UK Only)

RESULTS: PROMOTION & PLACE
Information Channels
• School lessons
• School support services
• Health care providers (GPs)
• Internet
Resource Suggestions
• Lesson plans with animations
• Debate cards
• Peer education
• Website
• Reminder apps for phones
• Antibiotic Information leaflets when they receive a prescription
• Case studies featuring young people

IMPLICATIONS
Based on these findings the e-Bug team are currently developing a package of resources for 15-18 year olds which will be available for European Antibiotic Awareness Day 2014, from www.e-Bug.eu

If you would like to help us evaluate the new resources, please visit the e-Bug stand to speak to a member of the team or contact Dr Clodina McNulty, e-Bug project lead, on: clodina.mcnulty@phe.gov.uk