



Public Health  
England



**ANTIBIOTIC  
GUARDIAN**

Keep Antibiotics Working

# Antibiotic Guardian Awards

## 2019



27th June, Birmingham  
*St Johns Hotel, Solihull*



# Introduction

I am delighted and honoured to welcome you to the fourth Antibiotic Guardian shared learning and awards ceremony. The annual ceremony forms part of the ongoing Antibiotic Guardian campaign, which is led by Public Health England (PHE). This provides an opportunity to share learning as well as recognise and reward best-practice for tackling antimicrobial resistance (AMR) across the UK and abroad. We are especially pleased to introduce the poster presentation sessions as part of the event this year. As with previous years, the shared learning videos will be available via <https://antibioticguardian.com/shared-learning/>.

The One-Health Antibiotic Guardian campaign which started in 2014 was designed as an online action-based pledge system to increase engagement in tackling AMR; through improving knowledge and changing behaviours regarding antibiotic prescribing/use as well as infection prevention and control among healthcare professionals, health students and members of the public. Since its inception, the campaign has gone from strength to strength in engaging individuals and organisations across human and animal health globally.

The process and impact evaluation studies of the campaign published in peer review journals; highlight that Antibiotic Guardian is effective in increasing commitment to tackling AMR in both healthcare professionals and members of the public as well as increasing knowledge and changing behaviour (self-reported). Since October 2017, the national public awareness and media (TV, radio) campaign called Keep Antibiotics Working (KAW) has helped to raise awareness of antibiotic resistance further and reduce patient expectation for antibiotics.

As of the 3rd May 2019, there were more than 71, 257 Antibiotic Guardians; people who have pledged to do more to help tackle the spread of antimicrobial resistance and make better use antibiotics. This is an increase of 10, 452 from when I wrote the introduction for the 3rd Antibiotic Guardian awards this time last year. We are also delighted to have launched two country pages in the last year (South Africa and Australia) and have the pledges in two additional languages, Cymraeg and German (taking Antibiotic Guardian pledges to six translations)

Activities and resources for World Antibiotic Awareness Week (WAAW), European Antibiotic Awareness Day (EAAD) and the Antibiotic Guardian campaign continue to be developed and run by a PHE-led multidisciplinary/multi-professional committee with representation from animal and human health sectors across England and the Devolved Administrations.

My thanks to 4AllofUs who co-lead on organising the ceremony and to all organisations who have supported this year's event through sponsorship or in-kind donations.

I hope you enjoy the evening and continue to be inspired

*Dr Diane Ashiru-Oredope  
Lead Pharmacist, AMR & HCAI Division  
National Lead WAAW, EAAD and Antibiotic Guardian Campaign  
National Infection Service, Public Health England*

# *Running Order*

**6:00pm**

*Shared Learning Poster Exhibition & Drinks Reception*

**7:30pm**

*Guests Seated*

**7:50pm**

*Dinner is served*

**9:00pm**

*Awards Announced*

**10:00pm**

*Carriages*

# *Evening Menu*

## **Starter**

*Smooth Goats Cheese, beetroot, Candied walnuts & balsamic*

## **Main**

*Roast Chicken Breast, Hotpot Potato Cake & Sage & Onion Jus*

## **Vegetarian Main**

*Roast Butternut Squash & Pine nut Gnocchi*

## **Dessert**

*Strawberry & Chocolate Cheese Cake*

# Shortlisted Categories

## **Animal health, Agriculture and Food Supply**

### **ForFarmers**

(ForFarmers Total Feed Approach to the Responsible Use of Antibiotics)

### **Kite Consulting**

(The Antibiotic Monitoring and Reduction Programme – a cross industry project to drive down antibiotic usage in dairy cattle in the UK)

### **National Office Animal Health (NOAH)**

(The Animal Medicines Best Practice (AMBP) programme - delivering training for farmers in the responsible use of antibiotics.)

### **Pruex Ltd**

(Pruex - Achieving a dry bed, clean air, water and feet for animals to reduce the need for antibiotics)

### **Royal Agricultural University**

(Rearing dairy bull calves responsibly ensuring high welfare and productivity)

### **Semex UK**

(Immunity+! Disease resistant genetics - breeding healthier cattle, less reliant on antibiotics.)

## **Children & Family**

### **Buckinghamshire Healthcare NHS Trust**

(Activities to raise awareness of Antimicrobial Resistance in local schools and community competition.)

### **NHS Orkney**

(Girlguiding Orkney World Antibiotic Awareness Week Challenge Badge)

### **South Gloucestershire Council**

(e-Bug project in schools (promoting infection prevention and control and antibiotic resistance))

## **Community Communications**

### **NHS Grampian**

(NHS Grampian Antimicrobial Awareness event at Aberdeen Football Club)

### **NHS Lanarkshire**

(Novel way to initiate Antibiotic Guardian Pledge Conversations - Everyone has a role to play)

## **Diagnostic stewardship**

### **Attenborough Surgery**

(Chest infection. Are you sure you needs those antibiotics? A pharmacy based CRP point of care testing model.)

# Shortlisted Categories

## **Mid Yorkshire Hospitals NHS Trust**

(Outcomes of point-of-care influenza and respiratory syncytial virus testing in an emergency department)

## **Schwabe Pharma UK**

(Evaluation of the effectiveness of CRP testing in community pharmacy in respiratory infections in a cohort of 70 sites)

## **Infection prevention and control**

### **Delivered Health Solutions**

(TecCare with Delivered Health Solutions.)

### **Health Protection Scotland**

(Scotland's National Infection Prevention and Control Manual)

### **Worcestershire Health and Care NHS Trust**

(Antibiotic Assurance – Multi Modal Approach Utilising Real Time Data to Enhance Stewardship and Infection Prevention and Control Knowledge and Commitment.)

## **Innovation & Technology**

### **Basildon & Thurrock University Hospital**

(The Impact of an Online Microbiology Referral service on anti-microbial stewardship and antibiotic usage)

### **NHS Wales Informatics Service**

(Using an IT platform in community pharmacies in Wales to support an NHS funded sore throat test and treat service)

### **NIHR Newcastle In Vitro Diagnostics Co-operative (The Newcastle Hospitals NHS Foundation Trust)**

(Supporting developers to create technologies for early identification of patients incorrectly treated with antibiotics)

### **Nottingham University Hospitals NHS Trust**

(Use of an Antimicrobial Stewardship Dashboard to improve the accessibility and engagement with consumption data and KPIs)

### **Public Health Agency**

(Mind the gap: the development of a National "one stop shop" for local intelligence about gram-negative bacteraemias and antimicrobial consumption.)

### **University Hospital Southampton NHS FT**

(Clinical pharmacist intervention to mitigate clinical-risk posed by an automatic 5-day course length for antibiotics in a hospital e-prescribing system)

### **University Hospitals Birmingham NHS Foundation Trust**

(Using social media to deliver behavioural change and sustained commitment to the national Antibiotic Guardian "Keep Antibiotics Working" campaign.)

# Prescribing & stewardship

**Commonwealth Pharmacists Association (CPA)**  
(The Commonwealth Partnerships for Antimicrobial Stewardship)

**East and North Herts CCG**  
(From 17 to 1: Nudging Prescribers to Reduce Total Antimicrobial Prescribing in Primary Care – East and North Herts CCG)

**Kettering General Hospital**  
(Evaluating antimicrobial pharmacy advisory support for restricted antibiotics)

**Mid Essex Hospital Services NHS Trust**  
(Behavioural Change approach to Antimicrobial Stewardship)

**NHS Lanarkshire**  
(Targeted Teaching Improves ANP confidence and practice in prescribing Antibiotics out of hours.)

**Pennine Acute Hospitals NHS Trust and Masanga Hospital, Sierra Leone**  
(Improving antimicrobial stewardship in the outpatient department of a district general hospital in Sierra Leone)

**SpaMedica**  
(Topical antibiotic prophylaxis is unnecessary following routine cataract surgery.)

**Synergy Farm Health**  
(Reducing antibiotic usage on commercial farms with preventative veterinary health, benchmarking and farmer training.)

**Wirral University Teaching Hospitals**  
(Development of an electronic antimicrobial stewardship template)

## Public engagement

**EU-JAMRAI (European Joint Action on Antimicrobial Resistance and Healthcare Associated Infections)**  
(Don't Leave It Halfway)

**Gloucestershire County Council**  
(The Gloucestershire young persons' communications and media campaign competition; an AMR campaign by young people for young people.)

**Roll Back Antimicrobial Resistance Initiative**  
(Tokomeza Usugu wa Dawa Antimicrobial resistance awareness campaign “ Tokomeza Usugu wa Dawa stands for eradicate antimicrobial resistance. In Tanzania we mostly used Kiswahili as our national language.)

**Sociedad Española de Microbiología**  
(MicroMundo: a Citizen Science Project on Antibiotic Discovery and Awareness Involving Two Educational Levels)

**The Association of the British Pharmaceutical Industry**  
(Addressing AMR through a focus on the Government's Industrial Strategy Grand Challenges)

**University of Oxford**

(Me You and The Superbugs - raising awareness of antibiotic resistance in Nigeria)

**University of Reading, Department of Typography & Graphic Communication**

(Beat Bad Bugs Rwanda: design and partnership working to engage people with antibiotic resistance)

## **Research**

**Boots UK Ltd**

(Pharmacists, care homes and antibiotic use – what could we do better?)

**Gloucestershire LPC**

(Community Pharmacy Campaign to Keep Antibiotics Working)

**London School of Hygiene and Tropical Medicine**

(Diagnostics and antimicrobial resistance: A Clinical Case Challenge Contest)

**University of Birmingham**

(BactiVac, a network to support the study, development and implementation of bacterial vaccines to address the global AMR challenge)

**University of Bristol**

(Diagnostics and antimicrobial resistance: A Clinical Case Challenge Contest)

## **Student of the Year**

**King's College London & Harvard School of Dental Medicine**

Parnyan Ashtari & Erinne Kennedy

(Antibiotic stewardship training and tool kit delivery for oral health providers.)

**Tanzania Pharmaceutical Students' Association (TAPSA)**

Issaya Mbwilo

(TAPSA AMR Awareness campaign is Voluntarily project that addresses Promotion of rational use of Antibiotics and Awareness of AMR.)

**University College Cork**

Julie Arnott

(Feasibility study on developing an antimicrobial consumption surveillance system in the community setting in Ireland, a mixed-method study)

## **Das Pillay AMS**

**David Oliver Hamilton**

**Farizan Binti Abdul Ghaffar**

**Nicola Walker**

**Sabiehah Latif**

*Good luck to all of our Short-listed applicants! We wish you all the best  
& hope you enjoy your evening.*

# Guest Speaker



## **Christine Middlemiss Chief Veterinary Officer, UK**

Christine Middlemiss is the UK's Chief Veterinary Officer. She was appointed on 1 March 2018 having been working as the CVO in New South Wales, Australia since July 2016 where she led major improvements to biosecurity across many farming sectors. This work included implementation of new outcome focused, risk based biosecurity legislation; online animal certification processes; improving evidence and risk based disease control approaches.

Prior to moving to Australia, Christine led Defra's Animal Traceability and Public Health policy team, and also previously surveillance including detection and response to new and emerging diseases such as Schmallenberg and Porcine Epidemic Diarrhoea. She is an experienced veterinarian. Before joining the UK government services in 2008, Christine worked in private practice with specific interest in research, meat processing and livestock genetics for a number of years in Scotland and the north of England prior to joining the Animal Health Agency (now part of Animal and Plant Health Agency) as a Divisional Veterinary Manager in Scotland.

Christine comes from a farming family in the Borders of Scotland, with a background in beef cattle and sheep.

# UK DIAGNOSTICS



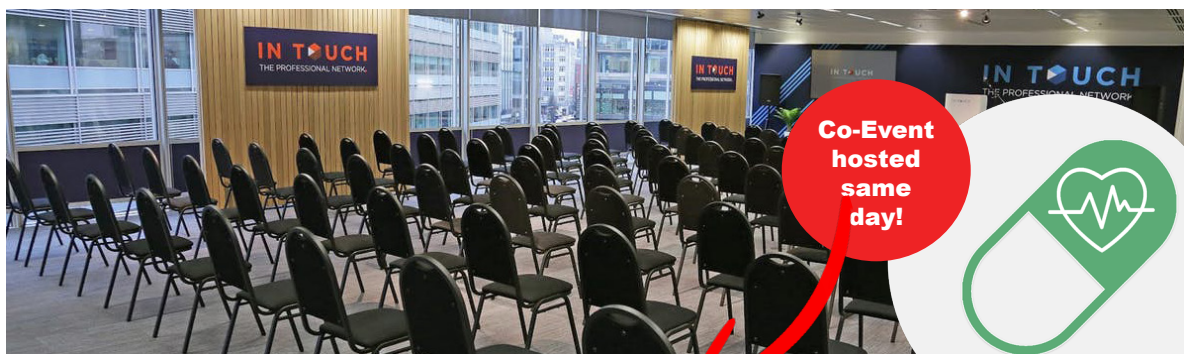
**SUMMIT  
2019**

**28 November 2019, Manchester**

The 2019 Diagnostic Summit will bring together diagnostic developers in academia and industry as well as end-users in the pharmaceutical and healthcare sector to gain a comprehensive picture of diagnostics in prenatal, oncology, infectious disease, point-of-care, and liquid biopsy.

This important Summit invites delegates to learn what novel technologies, platforms and applications are emerging that will impact future healthcare delivery and pharmaceutical research.

Bringing together European leading experts via presentations, workshops and case studies the Summit is a must attend event!



**Co-Event  
hosted  
same  
day!**

**Antibiotic Stewardship**  
For Animal Health And Food

Building on the inaugural Conference which took place on October 4th 2018, this conference will:

Bring together stakeholders across all sectors under the One Health agenda, but especially the food supply chain, to explore what now needs to happen, and how, to obtain the level of containment and reduction in antimicrobial resistance required. Consider how different ongoing or new initiatives such as innovation across human health, animal health and the food supply chain can inform each other or work in synergy.

Identify what barriers persist and which opportunities remain unrecognised, and how we can resolve these.

**For more information, visit: <https://4allofus.org.uk/diagnostic-summit/>**

# *Our Judges*

**Dr Diane Ashiru-Oredope** – Chair Antibiotic Guardian campaign and WAAW/EAAD planning group (England); Lead Pharmacist, Antimicrobial Resistance Programme, Public Health England

**Ms Rosie Allison** – Research Project Support Officer, Primary Care Unit, HCAI & AMR Division, Public Health England

**Ms Elizabeth Beech** – National Project Lead, Antimicrobial Resistance, NHS England & NHS Improvement

**Ms Samrina Bhatti** – Chief Pharmaceutical Officer's Clinical Fellow, NHS England

**Ms Marian Bos** – Antimicrobial Resistance Surveillance and Evidence Manager, Veterinary Medicines Directorate, Department for Environment, Food and Rural Affairs

**Mr Scott Buckler** – Antibiotic Guardian Awards Manager, 4AllOfUs

**Ms Vicki Chalker** – Head of Respiratory & Systemic Bacteria Section, Respiratory & Vaccine Preventable Bacteria Reference Unit, Public Health England

**Mr Michael Corley** – Head of Policy and Public Affairs, British Society for Antimicrobial Chemotherapy

**Mr Andrew Croydon** – Skills & Education Policy and Examinations Director, The Association of the British Pharmaceutical Industry

**Ms Zoe Davies** – Scientific Officer, Antimicrobial Resistance Team, Veterinary Medicines Directorate, Department for Environment, Food and Rural Affairs

**Dr Alicia Demirjian** – Epidemiologist, HCAI & AMR Division, Public Health England; Consultant in Paediatric Infectious Disease & Immunology, Guy's and St Thomas' NHS Foundation Trust

**Ms Linda Dempster** – Head of Infection Control, NHS England & NHS Improvement

**Ms Charlotte Eley** – Project Manager, e-Bug Programme, Primary Care Unit, HCAI & AMR Division, Public Health England

**Ms Sonia Fleming** – Programme Lead, NHS England & NHS Improvement

**Ms Hannah Hafezi** – King's College London

**Dr Abid Hussain** – Consultant Medical Microbiologist, University Hospitals Birmingham

**Ms Fran Husson** – Lay member, English Surveillance Programme for Antimicrobial Utilisation and Resistance

# *Our Judges*

**Dr Jasmin Islam** – NIHR Clinical Lecturer, Department of Global Health and Infection, Brighton and Sussex Medical School

**Ms Leah Jones** – Health Psychologist in training and Research Project Support Officer, Public Health England

**Dr Frances Kerr** – Antimicrobial Pharmacist, NHS Lanarkshire, Scotland

**Ms Katherine Le Bosquet** – Chief Pharmaceutical Officer's Clinical Fellow, NHS England

**Mr Chris Lloyd** – Responsible Use of Medicines in Agriculture Alliance

**Ms Elizabeth Marier** – Policy Advisor & Communications, Antimicrobial Resistance Policy and Surveillance Team, Veterinary Medicines Directorate, Department for Environment, Food and Rural Affairs

**Ms Emma O'Brien** – Senior Communications Officer, National Infection Service, Public Health England

**Mr Olaolu Oloyede** – Chief Pharmaceutical Officer's Clinical Fellow, Antimicrobial Resistance Programme, Public Health England

**Ms Alexandra Pickering** – Veterinary Medicines Directorate, Department for Environment, Food and Rural Affairs

**Dr Sheuli Porkess** – Executive Director, Research, Medical and Innovation, The Association of the British Pharmaceutical Industry

**Mr Nicholas Reid** – Public Health Wales

**Mr Mohamed Sadak** – Clinical Lead and Programme Manager, Antimicrobial Resistance and Sepsis, Health Education England

**Ms Karen Shaw** – Infection Prevention and Control Lead, HCAI & AMR Division, Public Health England

**Dr Jacqueline Sneddon** – Project Lead, Scottish Antimicrobial Prescribing Group, Health Improvement Scotland

**Ms Eno Umoh** – National Infection Service Global Health Programme Management, Public Health England

Ms Tejal Vaghela – Chair, UK Clinical Pharmacy Association

**Mr Sagar Vasandani** – Information Officer, Antimicrobial Resistance Programme, Public Health England

# Supporter Profiles



Bringing medicines to *life*

The Association of the British Pharmaceutical Industry (ABPI) represents innovative research-based biopharmaceutical companies, large, medium and small, leading an exciting new era of biosciences in the UK. We represent companies who supply more than 80 per cent of the value of all branded medicines used by the NHS and who are researching and developing the majority of the current medicines pipeline, ensuring that the UK remains at the forefront of helping patients prevent and overcome diseases. Globally our industry is researching and developing more than 7,000 new medicines. The ABPI is recognised by government as the industry body negotiating on behalf of the branded pharmaceutical industry for statutory consultation requirements including the pricing scheme for medicines in the UK.



Suppliers and Manufacturers of printed flexible packaging and labels, including sachets, pouches, flow wrap, top and base web constructions for the Pharmaceutical, Medical, Nutraceutical, Veterinary, Healthcare and Health & Beauty sectors. Innovators in 'Reductive Laminates' and Anti-Bacterial Coating Technologies. We are accredited BRC grade AA High Risk in packaging and packaging materials, we offer experience and technical expertise within a tight team framework which ensures our customers receive the best combination of cost effectiveness, flexibility in conjunction with competitive lead times.



Founded in 1984, we've grown from two people and a telephone to a global agri-food business employing over 3,000 people in the UK and overseas, selling into 70 countries and we're growing our community every day. We have a detailed understanding of agriculture's importance in our world and the desire to change it for the better has been a core philosophy of our business for over 30 years. AB Agri is the agricultural division of ABF, a diversified, international food, ingredients and retail group with sales of £15.6bn and over 130,000 employees in 50 countries. AB Agri operates internationally through six key business groups.



## Health Education England

Health Education England (HEE) exists for one reason only: to support the delivery of excellent healthcare and health improvement to the patients and public of England by ensuring that the workforce of today and tomorrow has the right numbers, skills, values and behaviours, at the right time and in the right place.



BSAC is a leading influencer of antimicrobial use globally.  
Membership is free.

Join at [www.bsac.org.uk](http://www.bsac.org.uk) and be part of a global community of effective antimicrobial use and practice.



**AMR  
CENTRE**

The UK R&D  
Centre for  
Antimicrobial  
Resistance

Established in May 2016, The AMR Centre is a key part of the UK's response to the global threat from Antimicrobial Resistance. Based at Alderley Park, The AMR Centre is a joint private-public initiative to support/accelerate the development of new antibiotics and diagnostics through a fully integrated development capability, offering translational R&D from pre-clinical hits through to clinical proof of concept.



**Abbott**

A Promise for Life

We're dedicated to fulfilling the promise of human potential, in all places, in all aspects and stages of life. We believe that health is the key to that promise. Because at our healthiest, we're capable of achieving anything. And that's why our pursuit of helping people achieve their best health at every life stage will never end. This is how we put that belief into practice each and every day.

### OUR PROMISE

We are here for the people we serve in their pursuit of healthy lives. This has been the way of Abbott for more than a century—passionately and thoughtfully translating science into lasting contributions to health.



Public Health  
England

Public Health England (PHE) exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. We do this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. As an organisation, we are committed to working with partners to address the threat raised by antimicrobial resistance (AMR) and offer a whole systems approach which supports both national and global AMR strategies.

The Antibiotic Guardian campaign including the shared-learning event and awards was developed by Public Health England in 2014. [www.gov.uk/government/organisations/public-health-england](http://www.gov.uk/government/organisations/public-health-england)