

# Consumer Educational Materials

## 1. Antibiotics Aren't Always the Answer

**ANTIBIOTICS AREN'T ALWAYS THE ANSWER.**



Antibiotics save lives. Improving the way healthcare professionals prescribe antibiotics, and the way we take antibiotics, helps keep us healthy now, helps fight antibiotic resistance, and ensures that these life-saving drugs will be available for future generations.



### The Facts:

When a patient needs antibiotics, the benefits outweigh the risks of side effects or antibiotic resistance.

**When antibiotics aren't needed, they won't help you, and the side effects could still hurt you.**

Common side effects of antibiotics can include rash, dizziness, nausea, diarrhea, or yeast infections. More serious side effects include *Clostridium difficile* infection (also called *C. difficile* or *C. diff*), which causes diarrhea that can lead to severe colon damage and death. People can also have severe and life-threatening allergic reactions.

**Antibiotics do not work on viruses**, such as colds and flu, or runny noses, even if the mucus is thick, yellow, or green.

**Antibiotics are only needed for treating certain infections caused by bacteria.** Antibiotics also won't help for some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.

**Taking antibiotics creates resistant bacteria.** Antibiotic resistance occurs when bacteria no longer respond to the drugs designed to kill them.

Each year in the United States, at least 2 million people get infected with antibiotic-resistant bacteria. At least 23,000 people die as a result.

**If you need antibiotics, take them exactly as prescribed.** Talk with your doctor if you have any questions about your antibiotics, or if you develop any side effects, especially diarrhea, since that could be a *C. difficile* (*C. diff*) infection which needs to be treated.

**Reactions from antibiotics cause 1 out of 5 medication-related visits to the emergency department. In children, reactions from antibiotics are the most common cause of medication-related emergency department visits.**

## 2. Chart

# Viruses or Bacteria What's got you sick?

Antibiotics are only needed for treating certain infections caused by bacteria. Viral illnesses cannot be treated with antibiotics. When an antibiotic is not prescribed, ask your healthcare professional for tips on how to relieve symptoms and feel better.

Common Condition	Common Cause			Are Antibiotics Needed?
	Bacteria	Bacteria or Virus	Virus	
Strep throat	✓			Yes
Whooping cough	✓			Yes
Urinary tract infection	✓			Yes
Sinus infection		✓		Maybe
Middle ear infection		✓		Maybe
Bronchitis/chest cold (in otherwise healthy children and adults)*		✓		No*
Common cold/runny nose			✓	No
Sore throat (except strep)			✓	No
Flu			✓	No

\* Studies show that in otherwise healthy children and adults, antibiotics won't help you feel better.



To learn more about antibiotic prescribing and use, visit [www.cdc.gov/antibiotic-use](http://www.cdc.gov/antibiotic-use).



### 3. Infographics

## IMPROVING ANTIBIOTIC USE



### Do I really need antibiotics?



**SAY YES TO ANTIBIOTICS** when needed for certain infections caused by **bacteria**.



**SAY NO TO ANTIBIOTICS** for **viruses**, such as colds and flu, or runny noses, even if the mucus is thick, yellow or green. Antibiotics also won't help for some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.

Antibiotics are only needed for treating certain infections caused by bacteria. Antibiotics do NOT work on viruses.

### Do antibiotics have side effects?

Anytime antibiotics are used, they can cause side effects. When antibiotics aren't needed, they won't help you, and the side effects could still hurt you. Common side effects of antibiotics can include:



Rash



Dizziness



Nausea



Yeast Infections



Diarrhea

More serious side effects include *Clostridium difficile* infection (also called *C. difficile* or *C. diff*), which causes diarrhea that can lead to severe colon damage and death. People can also have severe and life-threatening allergic reactions.

Antibiotics save lives. When a patient needs antibiotics, the benefits outweigh the risks of side effects.

**1 out of 5** medication-related visits to the ED are from reactions to antibiotics.

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Antibiotics are only needed for treating certain infections caused by bacteria. Antibiotics do not work on viruses.

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## What is antibiotic-resistant bacteria?



Antibiotic resistance occurs when bacteria no longer respond to the drugs designed to kill them. Anytime antibiotics are used, they can cause antibiotic resistance.



Bacteria, not the body, become resistant to the antibiotics designed to kill them.

When bacteria become resistant, antibiotics cannot fight them, and the bacteria multiply.

Some resistant bacteria can be harder to treat and can spread to other people.

Each year in the U.S., at least **2 million** people get infected with antibiotic-resistant bacteria. At least **23,000** people die as a result.

To learn more about antibiotic prescribing and use, visit [www.cdc.gov/antibiotic-use](http://www.cdc.gov/antibiotic-use).



## Can I feel better without antibiotics?



Respiratory viruses usually go away in a week or two without treatment. To stay healthy and keep others healthy, you can:



Clean Hands



Cover Coughs



Stay Home When Sick



Get Recommended Vaccines

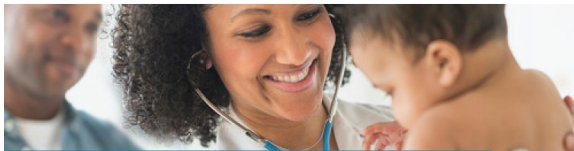
To learn more about antibiotic prescribing and use, visit [www.cdc.gov/antibiotic-use](http://www.cdc.gov/antibiotic-use).



## 4. Observance



**U.S. ANTIBIOTIC AWARENESS WEEK**  
November 13-19, 2017  
[www.cdc.gov/antibiotic-use](http://www.cdc.gov/antibiotic-use)



U.S. Antibiotic Awareness Week (USA AW) is an annual observance highlighting the importance of being Antibiotics Aware and the steps everyone can take to improve antibiotic use or prescribing, improving the way healthcare professionals prescribe antibiotics, and the way we take antibiotics, helps keep us healthy now, helps fight antibiotics resistance, and ensures that these life-saving drugs will be available for future generations. CDC encourages healthcare professionals, patients, and families to learn more about antibiotic prescribing and use.

When antibiotics aren't needed, they won't help you, and the side effects could still hurt you. Here are seven facts you should know to Be Antibiotics Aware:

- 1** Antibiotics save lives. When a patient needs antibiotics, the benefits outweigh the risks of side effects or antibiotic resistance.
- 2** Antibiotics aren't always the answer. Everyone can help improve antibiotic prescribing or use.
- 3** Antibiotics do not work on viruses, such as colds and flu, or runny noses, even if the mucus is thick, yellow or green.
- 4** Antibiotics are only needed for treating certain infections caused by bacteria. Antibiotics also won't help some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.
- 5** An antibiotic will not make you feel better if you have a virus. Respiratory viruses usually go away in a week or two without treatment. Ask your healthcare professional about the best way to feel better while your body fights off the virus.
- 6** Taking antibiotics creates resistant bacteria. Antibiotic resistance occurs when bacteria no longer respond to the drugs designed to kill them.
- 7** If you need antibiotics, take them exactly as prescribed. Talk with your doctor if you have any questions about your antibiotics, or if you develop any side effects, especially diarrhea, since that could be a *C. difficile* (*c. diff*) infection, which needs to be treated.

5. Print PSA: Right Tool



**AN ANTIBIOTIC IS THE WRONG TOOL TO TREAT A VIRUS.**

**Make sure you use the right tool for the job.**

Antibiotics save lives by treating certain infections caused by bacteria, not viruses like colds or flu. When they're not needed, antibiotics won't help you, and the side effects could still hurt you. Ask your doctor when an antibiotic is the right tool for your illness and when it's not.

To learn more about antibiotic prescribing and use, visit [www.cdc.gov/antibiotic-use](http://www.cdc.gov/antibiotic-use).

**BE ANTIBIOTICS AWARE**  
SMART USE, BEST CARE



6. Tri-Fold (Front)

**Why does taking antibiotics lead to antibiotic resistance?**

Any time antibiotics are used, they can cause side effects and lead to antibiotic resistance. Antibiotic resistance is one of the most urgent threats to the public's health. Always remember:

1. Antibiotic resistance does not mean the body is becoming resistant to antibiotics; it is that bacteria have become resistant to the antibiotics designed to kill them.
2. When bacteria become resistant, antibiotics cannot fight them, and the bacteria multiply.
3. Some resistant bacteria can be harder to treat and can spread to other people.

**Each year in the United States, at least 2 million people get infected with antibiotic-resistant bacteria. At least 23,000 people die as a result.**

**What is the right way to take antibiotics?**

**If you need antibiotics, take them exactly as prescribed.**

Improving the way healthcare professionals prescribe antibiotics, and the way we take antibiotics, helps keep us healthy now, helps fight antibiotic resistance, and ensures that these life-saving drugs will be available for future generations.

Talk with your doctor if you have any questions about your antibiotics, or if you develop any side effects, especially diarrhea, since that could be *Clostridium difficile* infection (also called *C. difficile* or *C. diff*), which needs to be treated. *C. diff* can lead to severe colon damage and death.

**What are the side effects?**



Common side effects range from minor to very severe health problems and can include:

- Rash
- Dizziness
- Nausea
- Diarrhea
- Yeast infections

More serious side effects can include:

- *Clostridium difficile* infection
- Severe and life-threatening allergic reactions

To learn more about antibiotic prescribing and use, visit [www.cdc.gov/antibiotic-use](http://www.cdc.gov/antibiotic-use).

(Back)



### Why is it important to Be Antibiotics Aware?

Antibiotics save lives. When a patient needs antibiotics, the benefits outweigh the risks of side effects or antibiotic resistance.

When antibiotics aren't needed, they won't help you, and the side effects could still hurt you. Reactions from antibiotics cause 1 out of 5 medication-related visits to the emergency department.

In children, reactions from antibiotics are the most common cause of medication-related emergency department visits.

### What do antibiotics treat?

Antibiotics are only needed for treating certain infections caused by bacteria. Antibiotics are critical tools for treating common infections, such as pneumonia, and for life-threatening conditions including sepsis, the body's extreme response to an infection.

### What don't antibiotics treat?

Antibiotics do not work on viruses, such as colds and flu, or runny noses, even if the mucus is thick, yellow or green. Antibiotics also won't help some common bacterial infections including most cases of bronchitis, many sinus infections, and some ear infections.

### How can I stay healthy?

You can stay healthy and keep others healthy by:

- Cleaning hands
- Covering coughs
- Staying home when sick
- Getting recommended vaccines, for the flu, for example

Talk to your doctor or nurse about steps you can take to prevent infections.



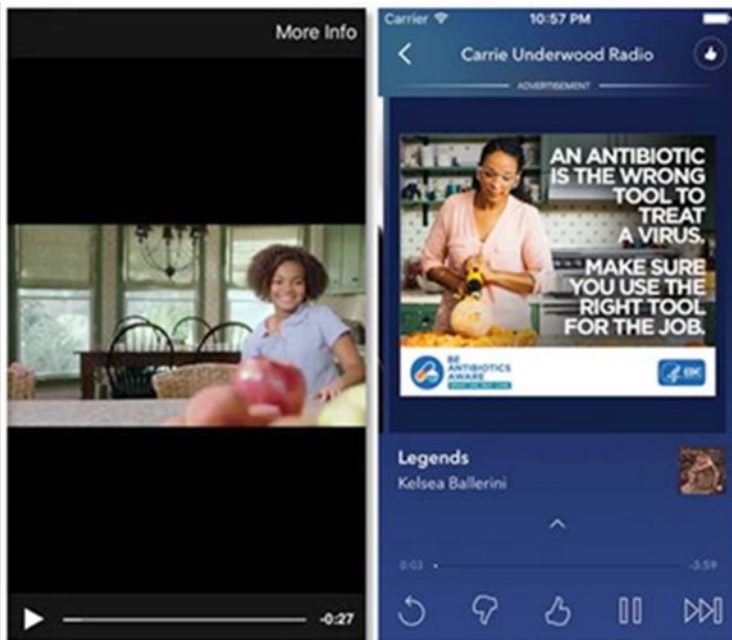
## 7. Facebook Ads for Consumers



Facebook Ads for Consumers (cont'd.)



8. Online Radio Ad



9. Links to Animated Videos and PSAs

- Antibiotics Aren't Always The Answer: <https://www.youtube.com/watch?v=XM0EYKfUxkc>
- :30 The Right Tool PSA: <https://www.youtube.com/watch?v=dETK7Jc-XWA>
- :15 The Right Tool PSA: <https://www.youtube.com/watch?v=6RfW-TJ-GmM>