

Reviewer Name/Role	Date Reviewed
Vanessa Iheanachor, AU Comms Lead	8/5/22
Lauri Hicks/Sarah Kabbani, AU SMEs // Destani Bizune, AU partnerships	8/9/22
Kerri Moran, Partnerships	8/15/22
Cecilia Joshi, Associate Director for State Strategy	8/22/22
Krissy Brinsley-Rainisch, DHQP Deputy ADC // Jessica Schindelar, DHQP ADC	9/9/22
Nicole Coffin, SA for Strategic Comms/Pol/Partner	FOR AWARENESS ONLY
FINALIZE FOR SUBMISSION TO OMB	TBD—by 9/9/22 at the latest

BAA Pilot Assessment: Partner Intervention Plan

Be Antibiotics Aware (BAA) Educational Effort Purpose

The Centers for Disease Control and Prevention (CDC) BAA national educational effort seeks to optimize antibiotic prescribing and use, in order to improve patient safety and healthcare quality and combat antibiotic resistance, by raising knowledge and awareness, and motivating behavior change among intended consumer and healthcare professional (HCP) audiences.

Pilot Assessment Intervention Purpose & Partner Outreach

CDC wants to understand if the BAA pilot assessment intervention efforts, including a large-scale paid media buy and partner promotion over a 2-3 month period in early 2023, in Tennessee, Nebraska, Iowa, and Alabama (HCPs only) (beyond the ongoing national initiative), successfully reached intended consumer and HCP audiences and influenced their awareness, knowledge, and behavior related to appropriate antibiotic prescribing to inform future refinement and implementation of the campaign (materials and tactics). CDC's contractor, CATMEDIA, will be managing the paid media buy. CDC will handle outreach to state and local partners (among others) to secure their buy-in for assisting with dissemination of materials.

Timeline	
<i>September 10, 2022</i>	<i>CATMEDIA Option Year 1 Ends</i>
<i>September 11, 2022</i>	<i>CATMEDIA Option Year 2 Starts</i>
<i>September 13, 2022</i>	<i>OMB submission</i>
<i>January 13, 2023</i>	<i>OMB approval (4 months), including 30-day Public Comment Period</i>
<i>January 16-February 10, 2023</i>	<i>Outreach to partners (1 month)</i>
<i>January 16-February 10, 2023</i>	<i>Pretest (1 month)</i>
<i>February 13-May 12, 2023</i>	<i>Intervention (3 months) – Media & Partners</i>
<i>May 15-June 15, 2023</i>	<i>Posttest (3 months after pretest)</i>
<i>June 16-September 8, 2023</i>	<i>Evaluation/gather feedback/final report (3 months)</i>
<i>September 10, 2023</i>	<i>CATMEDIA Option Year 2 Ends</i>

Partner Activities

Partner activities (TBD based on partner interest and bandwidth) to promote BAA during the Pilot Assessment intervention could include, but are not limited to:

- Distributing free hardcopy and/or emailing and placing electronic educational materials for consumers and HCPs (posters, handouts, fact sheets, etc.) on your websites:
 - CDC will be sending the following hardcopy materials to partners for the following audiences:
 - Consumers:
 - [Viruses/Bacteria Chart \(English\)](#)
 - [Antibiotics Aren't Always the Answer Brochure \(English\)](#)
 - [Symptom Relief for Viral Illnesses Rx Pad \(English\)](#)
 - [Do You Need Antibiotics? Brochure - For NH residents and their families \(English\)](#)
 - HCPs:
 - [NH Viruses/Bacteria Chart](#)
 - [Hospital Inpatient Fact Sheet](#)
 - [Symptom Relief for Viral Illnesses Rx Pad \(English\)](#)
 - [Do You Need Antibiotics From Your Dentist? Brochure](#)
- Distributing the following pre-approved content for [patients/families](#) and [healthcare professionals](#) in your newsletters, blogs, and other publications
- [Sharing social media messages using our official hashtag #BeAntibioticsAware](#)
- [Posting and sharing social media graphics on your social media channels, blogs, and websites](#)
- [Posting PSA videos to your social media pages, blog posts, or playing it in waiting rooms](#)

Priority Locations (targeting both HCPs and Consumers, unless otherwise noted)

- Tennessee
- Nebraska
- Iowa
- Alabama (HCPs only)

Priority Populations

Consumers

- Healthy adults who visit urgent care, ages 18-64
- Community dwelling older adults, 65+
- Family caregivers of nursing home (long-term care) residents

HCPs

- Hospitalists (English-speaking)
- Dentists (English-speaking)
- Community Pharmacists (English-speaking)
- Physicians and Advanced Practice Professionals (APPs) in Nursing Homes (NHs) (English-speaking)
- Nurses in NHs (English-speaking)

Potential Partners

Tennessee	<ul style="list-style-type: none"> • Tennessee Department of Health • Vanderbilt University • Big city health departments (e.g., Memphis and Nashville, TN) • Large healthcare systems in Tennessee • State Hospital Associations in Tennessee
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	<ul style="list-style-type: none"> • State Healthcare Associations in Tennessee
Nebraska	<ul style="list-style-type: none"> • Nebraska Department of Health & Human Services • Big city health departments (e.g., Lincoln, NE) • Large healthcare systems in Nebraska • State Hospital Associations in Nebraska • State Healthcare Associations in Nebraska
Iowa	<ul style="list-style-type: none"> • Iowa Dept of Public Health • Big city health departments (e.g., Des Moines, IA) • Large healthcare systems in Iowa • State Hospital Associations in Iowa • State Healthcare Associations in Iowa
Alabama	<ul style="list-style-type: none"> • Alabama Dept of Public Health • Big city health departments (e.g., Birmingham & Montgomery, AL) • Large healthcare systems in Alabama • State Hospital Associations in Alabama • State Healthcare Associations in Alabama
Across all above mentioned states	<ul style="list-style-type: none"> • Local chapters of the following national professional societies: <ul style="list-style-type: none"> ○ American Academy of Family Physicians (AAFP) ○ American Academy of Physician Assistants (AAPA) ○ American Association of Nurse Practitioners (AANP) ○ American College of Physicians (ACP) ○ American Dental Association (ADA) ○ American Health Care Association (AHCA) ○ American Medical Association (AMA) ○ American Nurses Association (ANA) ○ Centers for Medicare & Medicaid Services (CMS) ○ Dental Infection Prevention & Safety Association (OSAP) ○ LeadingAge ○ Society of Hospital Medicine (SHM) ○ The Society of Infectious Diseases Pharmacists (SIDP) ○ The Society for Post-Acute and Long-Term Care Medicine (AMDA)

Partner Emails Overview

- 1. INVITATION TO PARTICIPATE IN PILOT:** Invite partner to participate in the pilot assessment partner intervention and offer to hold a call with them to provide an overview of the pilot assessment goals and how they can support the intervention by assisting with materials dissemination in priority locations.
 - a. FOLLOW UP (THIS EMAIL IS ONLY IF PARTNER DOESN'T RESPOND TO THE FIRST ONE):** Follow-up e-mail will be sent one week after the initial e-mail.
 - b. RESPONSE:** If partner accepts, ask them what distribution could look like from the partner. Then, tell them how many materials CDC can send and ask them if they will need more than that. If partner declines, thank them for their consideration.
- 2. BEFORE PILOT STARTS:** Did partner receive the materials, and do they have what they need to distribute them? Do they need us to help with anything else or send additional materials?

3. **MIDWAY THROUGH PILOT (MAY NOT BE NEEDED):** Remind/encourage partners to continue to distribute the materials.
4. **AFTER PILOT:** After the end of the campaign, reach out to the partners to thank them for participating in the pilot assessment partner intervention and collect any feedback. Information gathered could include, but is not limited to the following:
 - a. Which materials were distributed.
 - b. Where were they distributed.
 - c. How many were distributed.
 - d. Any impressions partner had.
 - e. Any additional details partners can share about the intervention.

Partner Email Templates

Email 1

Hi **[INSERT PARTNER NAME(S)]**,

My name is **[insert name]** and I am the Antibiotic Use communications lead in the Division of Healthcare Quality Promotion (DHQP), National Center for Emerging and Zoonotic Infectious Diseases (NCEZID), at the Centers for Disease Control and Prevention (CDC). I am reaching out to you to ask if you can help with an upcoming project that CDC's *Be Antibiotics Aware* (BAA) campaign is planning in **[insert state where partner is located]** for approximately 2-3 months. This will be part of a pilot that we are doing to assess the campaign's impact on awareness of messages about appropriate antibiotic use. As one component of the pilot, we would like to partner with health systems and healthcare professionals (HCPs) in your state to distribute and use specific BAA campaign materials (noted below) during the intervention period. Would you or someone else at your organization be able to help us connect with these local health systems and healthcare professionals to use these materials during the pilot?

There are several ways that healthcare systems and healthcare professionals can share these BAA messages and materials during the pilot. Below are some specific suggestions, but we are open to other ideas about how to use them:

- Distributing free hardcopy and/or emailing and placing electronic educational materials for consumers and HCPs (posters, handouts, fact sheets, etc.) on your websites:
 - CDC will be sending the following hardcopy materials to you for the following audiences:
 - Consumers:
 - [Viruses/Bacteria Chart \(English\)](#)
 - [Antibiotics Aren't Always the Answer Brochure \(English\)](#)
 - [Symptom Relief for Viral Illnesses Rx Pad \(English\)](#)
 - [Do You Need Antibiotics? Brochure - For NH residents and their families \(English\)](#)
 - HCPs:
 - [NH Viruses/Bacteria Chart](#)
 - [Hospital Inpatient Fact Sheet](#)
 - [Symptom Relief for Viral Illnesses Rx Pad \(English\)](#)
 - [Do You Need Antibiotics From Your Dentist? Brochure](#)

- Distributing the following pre-approved content for [patients/families](#) and [healthcare professionals](#) in your newsletters, blogs, and other publications
- [Sharing social media messages using our official hashtag #BeAntibioticsAware](#)
- [Posting and sharing social media graphics on your social media channels, blogs, and websites](#)
- [Posting PSA videos to social media pages, blog posts, or playing it in waiting rooms](#)

CDC cannot offer funding or financial incentives to local health systems or healthcare professionals in exchange for agreeing to use CDC materials during the pilot. However, CDC can provide free bulk quantities of these materials, which we would be happy to ship directly to contacts.

Specific priority audiences that we would like help reaching with these important messages about antibiotic use are:

- Consumers
 - Healthy adults who visit urgent care, ages 18-64
 - Community dwelling older adults, 65+
 - Family caregivers of nursing home (long-term care) residents
- Healthcare Professionals
 - Hospitalists (English-speaking)
 - Dentists (English-speaking)
 - Community Pharmacists (English-speaking)
 - Physicians and Advanced Practice Professionals (APPs) in Nursing Homes (NHs) (English-speaking)
 - Nurses in NHs (English-speaking)

After the pilot communications intervention period ends, we would like to follow up with you (or directly with local healthcare systems and/or healthcare professionals, if you prefer) in [CDC to fill in MONTH] to find out which CDC materials were distributed, and any impressions or feedback you or any of these contacts would like to share about them.

As a next step, I would be happy to set up a call to talk through any questions or concerns. Please let me know a few days/times in the coming week or two that you are available.

We look forward to working with you on this important project!

Thank you!

[INSERT SIGNATURE]

Email 1a

Hi **[INSERT PARTNER NAME(S)]**,

I hope this note finds you well. I wanted to follow up on my below email from last week. Are you and your organization interested and available in being a part of CDC's *Be Antibiotics Aware* (BAA) campaign pilot assessment partner intervention in **XX [INSERT TIME PERIOD]**?

Thanks in advance for your time and consideration. We look forward to hearing from you soon!

Best,
[INSERT SIGNATURE]

Email 1b: IF PARTNER AGREES TO PARTICIPATE IN PILOT ASSESSMENT:

Hi [INSERT PARTNER NAME(S)],

Great! Thank you so much for agreeing to help with CDC's *Be Antibiotics Aware* (BAA) campaign pilot assessment partner intervention.

We will be happy to send you [CDC TO FILL IN NUMBER AND TYPE OF MATERIAL(S)]. Please let us know if you think you will need more than that amount.

We look forward to hearing from you soon!

Thanks,
[INSERT SIGNATURE]

Email 1b: IF PARTNER DECLINES TO PARTICIPATE IN PILOT ASSESSMENT:

Hi [INSERT PARTNER NAME(S)],

Thanks so much for letting us know. We completely understand and greatly appreciate your consideration. We hope to have the opportunity to partner on future initiatives and look forward to staying in touch.

Best,
[INSERT SIGNATURE]

Email 2

Hi [INSERT PARTNER NAME(S)],

I wanted to follow up to confirm—did you receive [fill in # of copies and specific material(s)] that we sent on XX [CDC to fill in timing]?

Do you have what you need to begin distributing these materials, or do you need us to send more materials?

Please don't hesitate to let me know if I can be of assistance with anything else. Thank you again for your help!

Best,
[INSERT SIGNATURE]

Email 3

Hi [INSERT PARTNER NAME(S)],

I hope this note finds you well! We are mid-way through the pilot assessment, and I wanted to check in. How is everything going so far? Have you been able to distribute the electronic and hardcopy materials? Is there anything else we can do to support you?

Thank you again for your help!

Best,

[INSERT SIGNATURE]

Email 4

Hi [INSERT PARTNER NAME(S)],

Thank you so much for your support with the pilot assessment. CDC greatly appreciates your help and could not have reached its audiences without your assistance!

We were hoping to collect any feedback you had on the pilot assessment, including:

- a. Which materials were distributed.
- b. Where were they distributed.
- c. How many were distributed.
- d. Any impressions about the materials.
- e. Any additional details you would like to share.

If it is easier to connect via phone, I would be happy to set up a call to discuss any feedback that you have. If that is your preference, please let me know a few days/times in the coming week or two that you are available.

We look forward to hearing from you soon!

Best,

[INSERT SIGNATURE]