CDC ARX Sandwich Generation Survey and Focus Groups

OMB Package Attachment 6

Focus Group Stimuli Deck – Sample Messages

Sample Ad P

Imagine one day:

No pill could save you from a once treatable infection.

Germs can develop the ability to defeat the drugs designed to kill them, causing drug-resistant infections that are difficult — and sometimes impossible — to treat. There are actions we can all take to protect ourselves and make sure treatments remain effective.

Learn how at cdc.gov/vanityURL

CDC

Sample Ad C

Imagine one day:

You just have to live with that urinary tract infection.

Germs are getting stronger and defeating the treatments designed to kill them, causing more than 2.8 million drug-resistant infections in the U.S. every year. This means you could get a potentially untreatable infection you would have to live with.

You can take action to prevent infections and be part of the solution. Learn how at cdc.gov/vanityURL

CDC

Sample Ad S

Imagine one day:

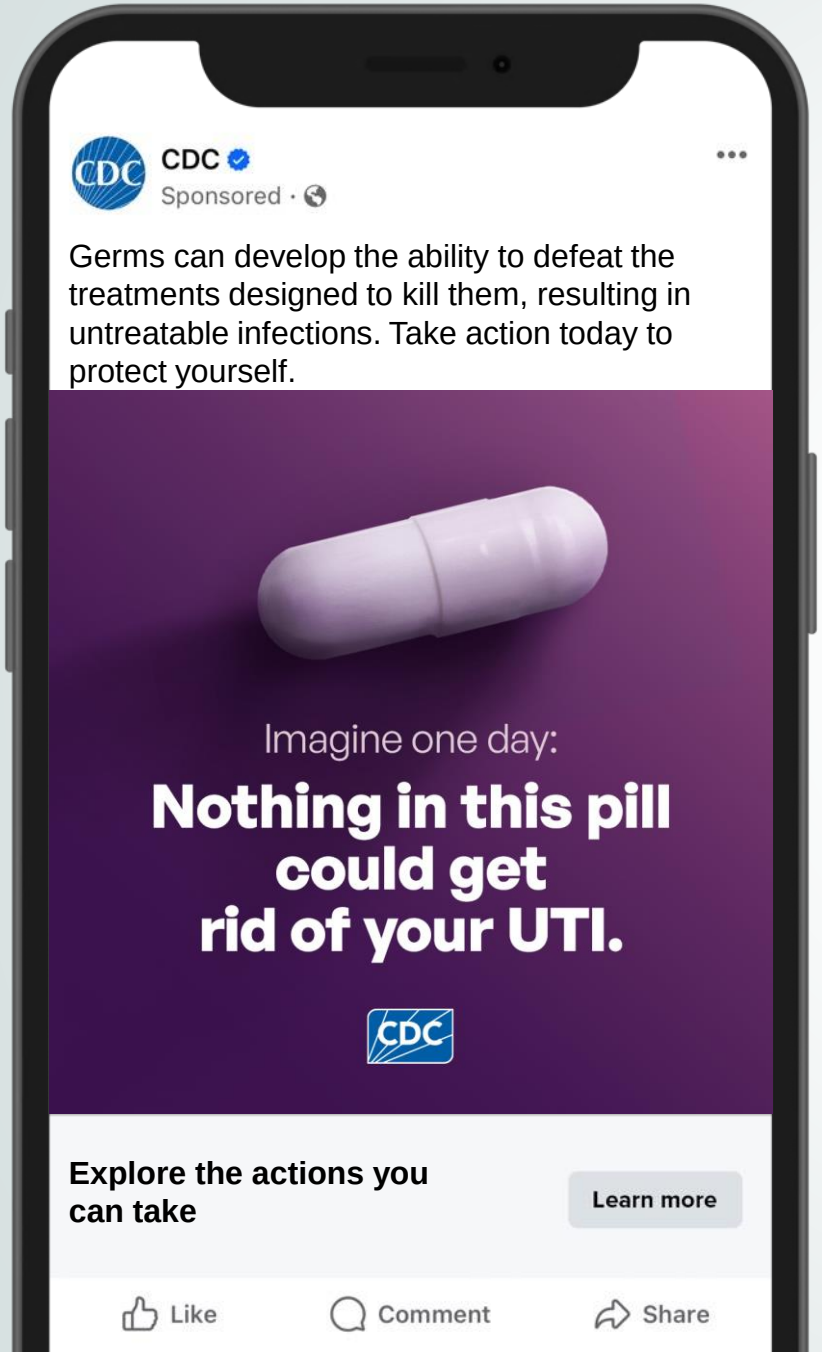
You can't get rid of that athlete's foot.

Each year in the U.S. more than 2.8 million people get a drug-resistant infection. As the germs that cause these infections get stronger, you might have to live with a once-treatable infection.

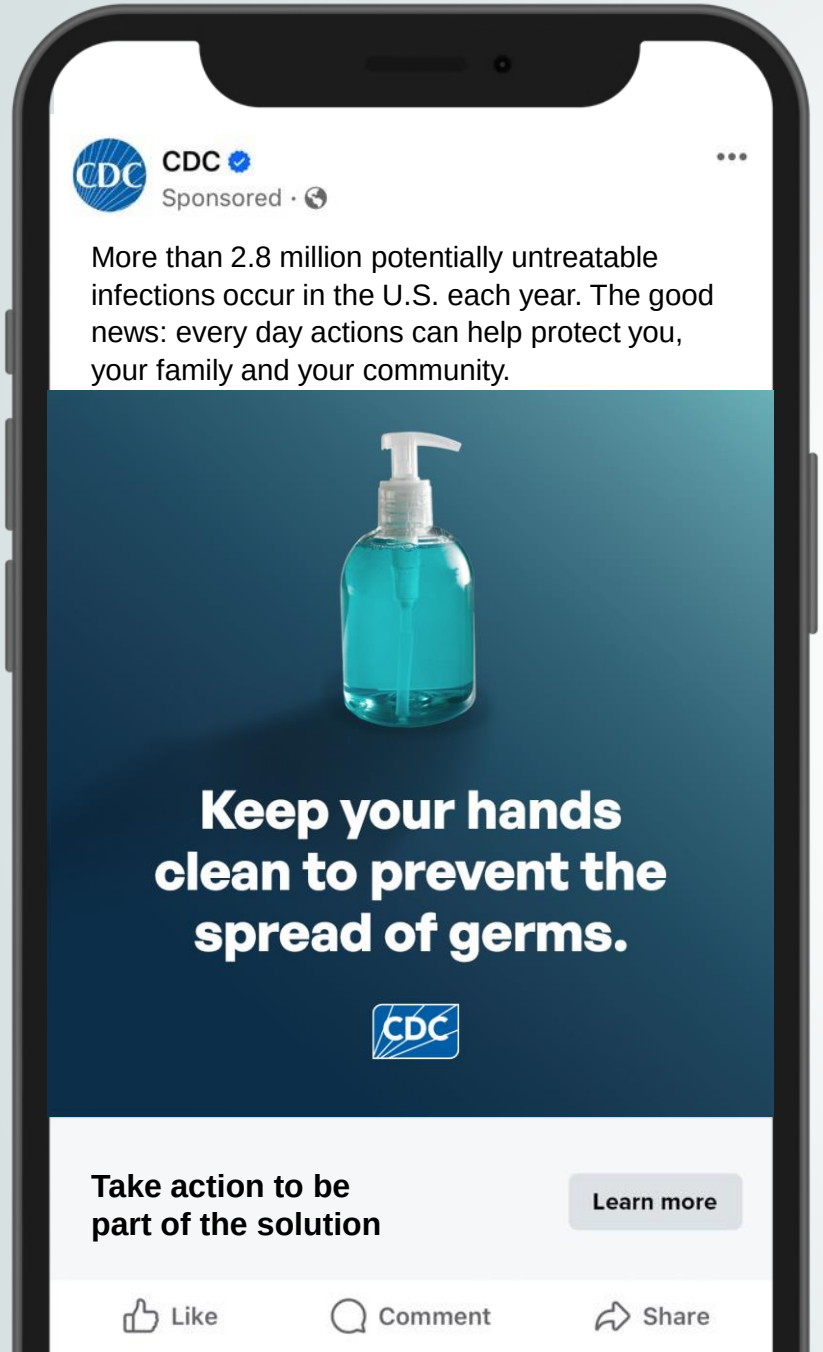
Learn how to protect yourself from infections at cdc.gov/vanityURL

CDC

Sample Social Post M



Sample Social Post H



***Definitions*:**

- **Drug-resistant infections** can be difficult, and sometimes impossible, to treat. If drugs like antibiotics and antifungals lose their effectiveness, then we lose the ability to treat infections and control many different public health threats, from chronic conditions to infectious diseases.
- **Drug-resistant germs** are bacteria and fungi which develop the ability to defeat the drugs – antibiotics or antifungals – designed to kill them.
- **Drug resistance** happens when germs like bacteria and fungi defeat the antibiotic or antifungal drugs designed to kill them.
- **Germs** can become resistant and defeat the drugs designed to kill them.
- **Antimicrobial-resistant infections** are caused by bacteria and fungi that have developed the ability to defeat the drugs designed to kill them. These infections are difficult, and sometimes impossible, to treat.
- The spread of drug-resistant germs can result in **potentially untreatable infections**.

Terms:

- Supergerms
- Superbugs
- Drug-resistant germs
- Drug-resistant infections
- Antimicrobial-resistant infections
- Potentially untreatable infections
- Drug resistance

Description: Bacterial and fungal infections develop the ability to resist the drugs designed to kill them, making the infections harder or impossible to treat.

MESSAGE SET C

***Actions to slow the spread*:**

- Know your risk, ask your healthcare provider questions and take care of your health
  - Keep cuts clean and covered until healed.
  - Take good care of chronic conditions, like diabetes or heart disease.
  - Ask your healthcare provider about risks for certain infections and sepsis, the body's extreme response to infection.
- Clean your hands
  - Keeping your hands clean is one of the best ways to remove germs, avoid getting sick and prevent spreading germs to others.
- Get vaccinated
  - Vaccines can help prevent infections, including drug-resistant infections.
  - Talk to your healthcare provider about recommended vaccines for you and your family members.
- Use antibiotics and antifungals appropriately
  - Talk with your healthcare provider about the best treatment when you or your family are sick.
  - Talk with your veterinarian about the best treatment option when your animal is sick.
  - Antibiotics and antifungals save lives, but any time they are used they can cause side effects and contribute to the development of drug-resistant germs.
  - Learn more about using antibiotics, including when they are needed and when they are not.
- Be aware of changes in your health
  - Talk to your healthcare provider if you think you have an infection and about how to recognize signs and symptoms of infections.
  - Without timely treatment, an infection can lead to additional complications like sepsis, a life-threatening medical emergency.
- Practice healthy habits around animals
  - Always clean your hands after touching, feeding, or caring for animals. Take measures to reduce your contact with animal waste, like using gloves.
- Prepare food safely
  - Follow four simple steps to avoid foodborne infections—clean, separate, cook, and chill.
- Stay healthy when traveling abroad
  - Know what vaccines are needed, check health alerts, stick to safe food and drinks, plan in advance in case you get sick and learn about the risks of medical tourism. Visit CDC's Traveler's Health website for more information.
- Prevent sexually transmitted infections (STIs)
  - Learn about safer sex options, such as using condoms the right way every time you have sex, to lower your risk of getting a drug-resistant sexually transmitted infection.
  - You and your partner should be treated right away if you test positive for an STI to help prevent you from getting infected again.

***Potentially Affected Infections and Diseases*:**

- Skin infections
  - Staph infection
  - MRSA (resistant staph infection)
- UTI
- Yeast infections
- Ringworm
- Athlete's foot
- Sepsis
- Sexually transmitted infections (e.g., Gonorrhea, Chlamydia)
- C. diff

***Calls to action*:**

- Talk to your healthcare provider about your risk of drug-resistant infections.
- Talk to your healthcare provider about the best treatment for your illness.
- Use antifungals and antibiotics exactly as prescribed by your healthcare provider.
- Learn more by visiting a website or searching online.
- Be a part of the solution by taking preventative actions like keeping hands clean, staying up to date on vaccines, and preparing food safely.