

DID YOU KNOW?

The immune system is able to cope with respiratory infections in otherwise healthy people

DID YOU KNOW?

Most people with a cold, sore throat, earache, or cough don't need antibiotics to recover

DID YOU KNOW?

Antibiotics won't make you feel better sooner. If we use antibiotics appropriately we can prevent antibiotic resistance – YOU CAN MAKE A DIFFERENCE

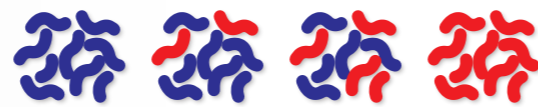
ANTIBIOTICS ONLY KILL BACTERIA MOST UPPER RESPIRATORY TRACT INFECTIONS (URTIs) ARE CAUSED BY VIRUSES¹⁻⁶



ANTIBIOTICS ARE NOT PAIN RELIEVERS



ANTIBIOTICS CAN CAUSE SIDE EFFECTS^{7,8} SUCH AS DIARRHOEA, THRUSH OR A RASH



ANTIBIOTIC RESISTANCE

WHEN YOU TAKE ANTIBIOTICS, BACTERIA IN YOUR BODY CAN BECOME **RESISTANT** TO THE ANTIBIOTIC^{9,10}



RESISTANT BACTERIA CAN REMAIN IN YOUR BODY FOR UP TO **1 YEAR** AND **SPREAD** TO OTHER PEOPLE^{11,12}



INFECTIONS CAUSED BY ANTIBIOTIC-RESISTANT BACTERIA ARE **HARDER TO TREAT**¹⁰

HOW LONG WILL YOUR SYMPTOMS LAST?^{7,13-20}



WHAT KIND OF ADVICE WOULD YOU LIKE?

- ✓ Pain relief
- ✓ Reassurance
- ✓ Information on duration

DIFFERENT PRODUCTS ARE AVAILABLE FOR SYMPTOM RELIEF - WHAT KIND OF PRODUCT DO YOU PREFER?



Soluble medicine



Drops



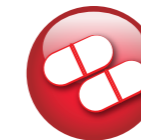
Syrups



Gargles



Lozenges



Tablets



Sprays

"If symptoms last longer than we discussed, do not improve or you develop new symptoms, come back and see me"



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MYTH

Patients consulting for URTIs always want an antibiotic^{1,2}

FACT

Most patients seek information on the cause, prognosis and duration of symptoms, and pain relief^{1,2}

Use the 1,2,3 APPROACH

when talking to patients about URTI

3 COUNSEL ON EFFECTIVE SELF-MANAGEMENT

- Reassure the patient of the non-serious nature of most URTIs and the likely duration of symptoms
- Explain why antibiotics are not necessary – use the information overleaf
- Recommend symptomatic relief, allowing for personal preferences
- Advise the patient to seek further medical advice if symptoms last longer than expected, do not improve, or if they develop new symptoms



"I'd say your immune system should be healthy enough to tackle it. In the meantime, a cough suppressant should give you some relief"



"Let's start with some pain relief for your sinuses, and you could try a corticosteroid nasal spray to relieve your symptoms"



"Your son has no signs of a serious infection, so I would suggest a course of pain relievers for children to make him more comfortable"



1

ADDRESS PATIENT'S CONCERNS

- Ask the patient about the main symptom(s) they are affected by and explore their concerns
- Recognise that URTIs can be worrying and uncomfortable for patients



2

BE VIGILANT - ASSESS SEVERITY

In very rare cases, a URTI can be serious or the symptoms of a URTI can be early signs of another severe infection. If such signs should occur in the course of the disease, it may warrant further investigation or antibiotic treatment



SERIOUS VIRAL INFECTION?

THESE VIRAL INFECTIONS MAY PRESENT WITH THE FOLLOWING SYMPTOMS:

Infectious mononucleosis³

- Fever
- Lymphadenopathy
- Severe sore throat
- General symptoms (fatigue, myalgia, chills, sweats, anorexia, retro-orbital headache)
- Non-specific rash
- Splenomegaly
- Hepatomegaly

Respiratory syncytial virus infection⁴

- Rhinitis
 - Cough
 - Fever
 - Ear infections and croup may also occur in children
- #### COVID-19⁵
- Fever
 - A new, continuous cough
 - Loss or change to sense of smell or taste

Influenza⁶

- Sudden onset of:
- Nasal discharge
 - Cough
 - Fever
 - Gastrointestinal symptoms
 - Fatigue
 - Generalised pain (headache, myalgia and arthralgia)
 - Ocular symptoms (photophobia, conjunctivitis and pain upon eye movement)

Patients with these symptoms may require further attention including:³⁻⁸

- Onward referral to a doctor or hospital
- Antiviral therapy where appropriate
- Antibiotics should be avoided as they are ineffective against viruses
 - Amoxicillin may cause a hypersensitivity reaction in patients with infectious mononucleosis
- Vaccination may be considered in high-risk groups

POTENTIAL RISK FACTORS

- BE ALERT TO THOSE PATIENTS AT INCREASED RISK OF COMPLICATIONS:^{9,10}
- Elderly and frail patients or young children
- Immunocompromised or on certain drugs eg. corticosteroids, chemotherapy, carbimazole or disease-modifying drugs for arthritis
- Patients with pre-existing conditions such as diabetes, cystic fibrosis, chronic lung disease, HIV



SERIOUS BACTERIAL INFECTION?

ANY OF THESE RED FLAG SYMPTOMS REQUIRE FURTHER INVESTIGATION:¹¹⁻¹⁸

- Feeling of severe general sickness
- Confusion and/or an altered mental state
- Pronounced or unusual sleepiness in children
- Shortness of breath and respiratory distress
- Reduction in urine
- Prolonged fever – sweats and chills
- Drooling, muffled voice or severe swelling at the back of the throat

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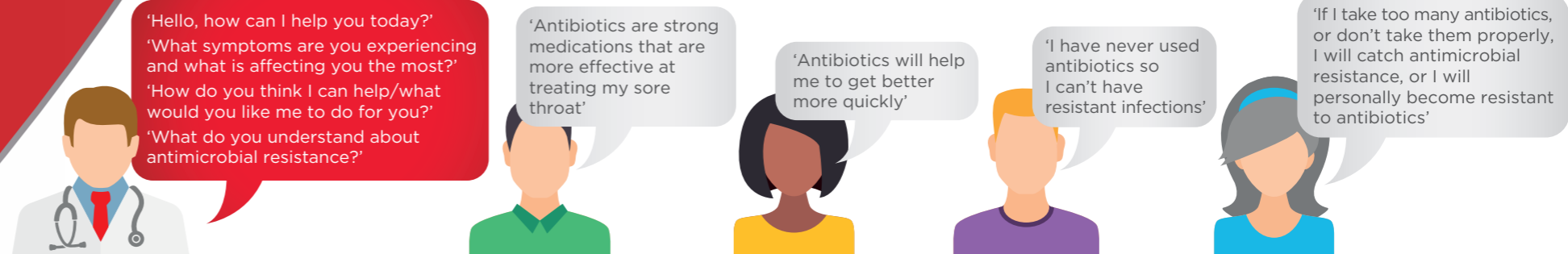
The ACE MODEL FOR ENGAGEMENT

aims to address patient misconceptions about antibiotics and antimicrobial resistance and should be used alongside the 1,2,3-STEP APPROACH

A

ASK QUESTIONS TO UNDERSTAND THE ROOT OF THE PROBLEM

- Ask the patient questions and carefully listen to their responses to understand the root of the problem and establish trust
- Asking questions will help to identify patients' needs and any misconceptions related to antibiotic strength and understand how much knowledge the patient has in relation to antimicrobial resistance



C

CUSTOMISE MESSAGES TO ADDRESS PATIENT CONCERNS

- Use different materials to convey simple yet evidence-driven messages that are customised to the identified misconceptions



PATIENT DECISION AIDS



SHORT VIDEOS



EASY-TO-READ MATERIALS

KEY MESSAGES RELATED TO ANTIBIOTICS

- Antibiotics are ineffective against URTIs caused by viruses¹
- Antibiotics do not have pain-relieving effects or target the inflammation underlying sore throat
- Antibiotics can cause side effects²
- If antibiotics are necessary, they should be taken in accordance with the recommendation from the patient's doctor



KEY MESSAGES RELATED TO ANTIMICROBIAL RESISTANCE

- Misuse of antibiotics can generate resistant bacteria, which can stay in the body for the next year^{3,4}
- Resistant bacteria can spread between people⁴
- Antibiotic resistance can make bacterial infections harder to treat and can lead to severe illness and an increased risk of complications, hospital admissions and mortality^{4,5}
- Antimicrobial resistance makes it difficult to prevent patients getting infections during major surgery⁴

E

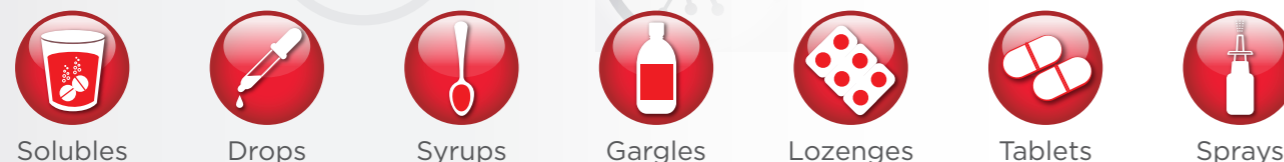
EMPOWER PATIENTS WITH KNOWLEDGE TO UNDERSTAND WHY SYMPTOMATIC RELIEF CAN BE EFFECTIVE FOR URTIs

- Use different materials to help patients understand that symptomatic relief can be effective for URTIs

EDUCATE ON SORE THROAT

- Most sore throats are caused by viral URTIs and are normally non-serious and self-limiting^{2,6}
- A key feature of sore throat is inflammation resulting in throat pain; this can be managed with symptomatic treatment options

DISCUSS OPTIONS THAT CAN PROVIDE SYMPTOMATIC RELIEF OF SORE THROAT



INFORM THE PATIENT ABOUT WHAT TO DO NEXT



Sore throat symptoms usually resolve within 1 week; if symptoms persist, seek further medical advice²

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