



## PHARMACEUTICAL CARE NETWORK EUROPE

### Working Conference 2011 – Abstract

Does pharmaceutical care impact on the safety of individual patients?

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The above mentioned participant in the PCNE WC 2009 wishes to submit following abstract for a poster or short oral communication (please type & then fax the form to the secretariat). Max. 350 words.

Title Antibiotic rational use – public health campaign in pharmacy environment in the Czech Republic		
Author(s) Alena Petříková, Vilma Vranová		
Type of abstract		
<input type="checkbox"/> Research	<input checked="" type="checkbox"/> Practice development	<input type="checkbox"/> Practice implementation
Aim of project/study The aim of this campaign was to stress to the public the importance of the rational use of antibiotics as well as to inform about the thread of increasing antibiotic resistance among the public. Additionally pharmacist and pharmacy students performed two surveys focusing on patient knowledge and experience with antibiotic use. The campaign was supported by a mass media promotion towards the public. Furthermore this campaign helped to improve the image of pharmacist as a health care professional.		
Method The campaign took place for the last week in November 2010 in community and hospital pharmacies in the Czech Republic. Pharmacists and pharmacy students (at their final year traineeship) were provided with educational materials about patient counseling of antibiotic treatment and supportive treatment (e.g. probiotics) before the campaign. Patients visiting the pharmacy this week were provided with an educational leaflet besides the regular patient counseling. Each patient with prescribed antibiotics was asked to fill a questionnaire – two groups of patients were assessed – adults and parents of ill children with prescribed antibiotics for respiratory tract infections. Adults were asked about their experience with		

antibiotics' use and their knowledge about antibiotics in general. Parents were asked about their opinion on the treatment with antibiotics, if they actively require their prescription by the doctor. Feedback from students and pharmacists was carried out after the campaign.

Result(s)

Over 2600 questionnaire were collected in nearly 500 pharmacies which joined the campaign (20% of pharmacies in the Czech Republic). 85% of pharmacist stated that they welcome such activity and that it motivated them for further campaigns.

Improvement of public knowledge about rational use of antibiotics can prevent from further increase of the antibiotic resistance and therefore keep the effectiveness of current antibiotics for the future population. This educational campaign is one of the ways of slowing the increasing microbial antibiotic resistance.

+++ NB: PhD students get 50 Pound reduction on the conference fee if their abstract is accepted ++++