

Project AWARE: Outpatient Stewardship in California

A project of the California Medical Association Foundation

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Antibiotic Stewardship Conference

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Disclosure

I do not have any relevant financial relationships with commercial interests.

Discussion Objectives

- Outpatient Stewardship Background
- AWARE Overview
- AWARE Data & Methodology
- Physician & Patient Resources
- AWARE Outcomes



Antimicrobial Resistance in CA



California

260,000 illnesses &
3,000 deaths per year



U.S.

>2 million illnesses &
23,000 deaths per year

Why Outpatient Stewardship?

- At least 30% of outpatient antibiotics prescribed are unnecessary.
- Total inappropriate use may reach 50% when considering inappropriate antibiotic selection/dosing/duration.
- National goal: Reduce inappropriate outpatient antibiotic use by 50% by 2020.

AWARE Overview

CMA Foundation project since 2000

Purpose: Reduce antibiotic resistance in California

Goals:

- Increase appropriate prescribing of antibiotics.
- Raise consumer awareness and understanding about the appropriate use of antibiotics.
- Mobilize providers and the community to reduce the unnecessary use of antibiotics.

Project Partners

- CDC-funded
- AWARE Steering Committee
- Health Plans

Health Plan Partners



Evidence-based Guidelines

Review guidelines annually to develop AWARE resources. **Including:**

- Infectious Diseases Society of America (IDSA)
- Centers for Disease Control & Prevention (CDC)
- American Academy of Family Physicians (AAFP)
- American College of Physicians (ACP)
- Institute for Clinical Systems Improvement (ICSI)

Identifying High-Prescribers

- AWARE partners with **health plans** to identify high-prescribing physicians annually.
- Methodology
 - Family Practice, IM, General Practice, ENT, Pediatrics, Emergency Medicine
 - Based on antibiotic Rx volume in prior cold & flu season (September-March)
 - Plans determine average # of antibiotic Rx per patient
 - Highest 20% of prescribers per plan are identified

Prescriber Outreach

CMA Foundation mails the AWARE Toolkit to each identified high-prescriber with a Cover Letter.

Why? To reduce the increasing rate of antibiotic resistance by promoting adherence to appropriate prescribing guidelines among physicians.

Provider Resources

- AWARE Toolkit
 - Guideline Compendium
 - 1-page Handouts
- AWARE Toolkit Mobile App
 - **FREE** download by searching keywords “AWARE Toolkit”



Available on the
App Store



Available on the
Android Market

Provider Resources

- Compendia summarize key guidelines for 8 adult & 7 pediatric illnesses
- Office posters
- *New* in 2016-17 version: Urinary Tract Infection



FEEL BETTER SOON
1 of 1

WITHOUT ANTIBIOTICS!

Stay home from school and get plenty of rest.

Drink lots of fluids – like water and soup.

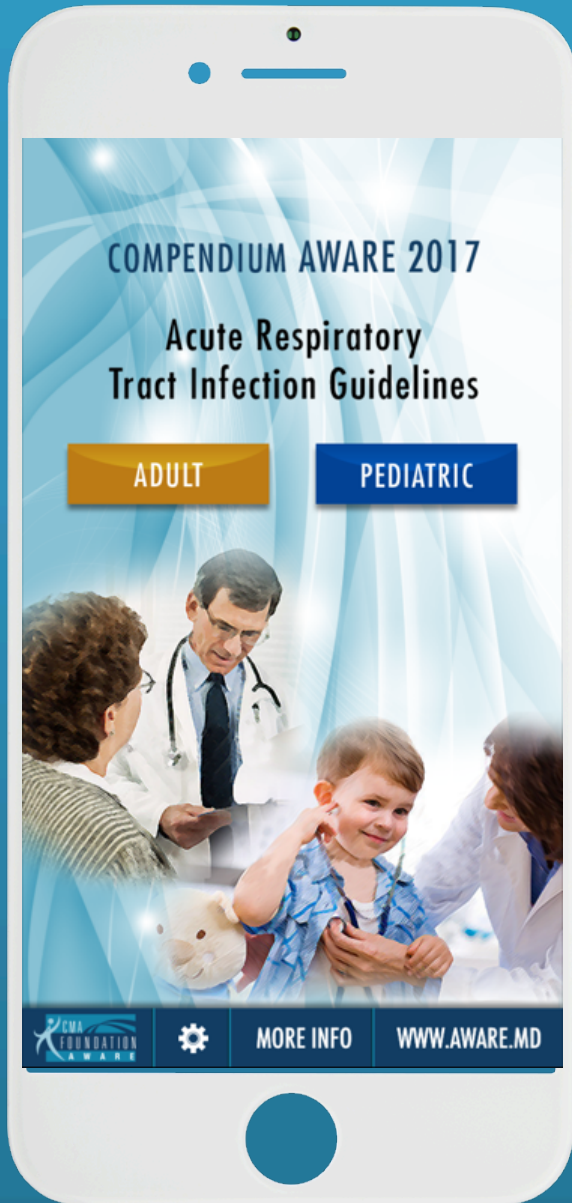
Talk to your doctor about what you can do at home to feel better.

Wash your hands often to prevent the spread of germs.

Antibiotics can lose their power to kill germs if we don't use antibiotics correctly.

 Alliance Working for Antibiotic Resistance Education

For more information, ask your doctor and visit www.aware.md



AWARE Mobile App



Currently used in
22 countries!

Patient Resources

Series of 1-page handouts in English & Spanish


**¡Siéntase mejor
...sin antibióticos!**

PEDIÁTRICO



AWA
Alliance
Working for
Antibiotic
Resistance
Education
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Bronchitis, Colds and Other Cough Illnesses in Children



Just because your child has a cough or bronchitis, does NOT mean he or she needs antibiotics. Here is why your doctor MAY NOT prescribe antibiotics for your child:

More than 90% of coughs (including bronchitis) in children are caused by VIRUSES. Antibiotics do not kill VIRUSES. Your body will kill the viruses on its own. The cough can last for a few weeks even after the infection is gone.

You can help your child FEEL better in the meantime.

You CAN:

- Give extra water, juice and clear soups to your child.
- Teach your child how to gargle with warm water and salt. Make sure the water is not too hot.


- Limit your child's activity and encourage him or her to rest.
- Apply a cool compress over your child's forehead if he or she has a fever. Use a vaporizer (humidifier) to reduce your child's cough during the night.
- Give children's acetaminophen (like Children's Tylenol®) or children's ibuprofen (like Children's Advil® and Children's Motrin®) for throat pain, headache and/or fever as directed by your or pharmacist. Follow the dosing instructions on the package. Do NOT give your child aspirin.
- Do NOT use someone else's inhaler or medicine for your child. Sometimes when your doctor thinks it will help, he or she may prescribe an inhaler for your child's cough. This should only be used as directed by your doctor!
- Have your child cover their mouth and nose with a tissue when they cough.
- Encourage your child to wash their hands often with soap and warm water or alcohol-based gels.
- NEVER give your child leftover antibiotics, prescribed to him or her or anyone else.
- Over-the-counter cough and cold medications are not recommended for infants and children less than 2 years of age. For children over 2 years of age follow dosing instructions on package.

Remember to give lots of love and hugs to your child!

AWA Alliance Working for Antibiotic Resistance Education

Visit our website at: www.aware.md

Bronchitis, Colds and Other Cough Illnesses in Adults



Just because you have a cough or bronchitis, does NOT mean you need an antibiotic. Here is why your doctor MAY NOT prescribe antibiotics for you:

More than 90% of coughs (including bronchitis) in adults are caused by VIRUSES. Antibiotics do not kill viruses. Your body will kill the viruses on its own. The cough can last for a few weeks even after the infection is gone.

Taking unnecessary antibiotics may lead to harmful side effects and future antibiotic-resistant infections. You can do something to FEEL better in the meantime.

You CAN:

- ➔ Take medicine like acetaminophen (Tylenol®) or ibuprofen (Advil® and Motrin®) for throat pain, headache and/or fever as directed by your doctor.
- ➔ Take over-the-counter cough medicines at night to help you sleep. These may make you sleepy or jittery if you take them during the day.
- ➔ You should NEVER use someone else's inhaler or medicine. Sometimes when your doctor thinks it will help, he or she may prescribe an inhaler for your cough. This should only be used as *directed by your doctor!* NEVER use leftover antibiotics, yours or anyone else's.
- ➔ Drink extra water, juice and clear soups.
- ➔ Get plenty of rest.
- ➔ Cover your nose and mouth with a tissue when you cough.
- ➔ Wash your hands often with soap and warm water or alcohol-based hand gels.

Contact your physician if your symptoms are not improving or worsen.

AWA Alliance Working for Antibiotic Resistance Education

Visit our website at: www.aware.md

Google AdWord Campaign

About 266,000 results (0.16 seconds) **AdWords Ad**

[AWARE Toolkit](#) [Why these ads?](#)
Provider tools for antibiotic
stewardship
www.thecmafoundation.org/Programs/AWARE

Antibiotic / Antimicrobial Resistance | CDC
<https://www.cdc.gov/drugresistance/> ▾ Centers for Disease Control and Prevention ▾
Jun 1, 2016 - Each year in the United States, at least 2 million people become infected with bacteria that are resistant to antibiotics and at least 23,000 ...
[Antibiotic Resistance Threats](#) · [About Antimicrobial Resistance](#) · [Tatfar](#) · [Itfar](#)

7 Scary Drug-Resistant Infections - Everyday Health
www.everydayhealth.com/pictures/scary-drug-resistant-infections/ ▾ Everyday Health ▾
Apr 20, 2015 - 1 / 8 Beware of Superbugs. Antibiotic resistance is a growing public health concern.

- Improved dissemination of AWARE materials
- \$10k from Google each month
- Launched May 24, 2016
- >1,400 clicks to the AWARE website during week 1

Outcomes

- Contacted **39,000** high-prescribers in 2016
- 10,000 more high-prescribers identified in 2016 vs. 2015
- High-prescribers from California, Oregon, Arizona, and Texas

2017 AWARE TOOLKIT NOW AVAILABLE!
Clinical resources to promote appropriate antibiotic use and decrease the incidence of antibiotic resistance!

Available to print or as a **FREE** mobile app!

Available on the **App Store**

CMA FOUNDATION
Alliance Working for Antibiotic Resistance Education
A W A R E

ANDROID APP ON **Google play**

For more information visit www.aware.md

California Medical Association

www.thecmafoundation.org/Programs/AWARE

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Background & History

The Alliance Working for Antibiotic Resistance Education (AWARE) was initiated by the CMA Foundation in 2000, as a long-term statewide effort to promote the appropriate use of antibiotics. Physician organizations, healthcare providers, health systems, health plans, public health agencies, consumer and community based organizations, federal, state and local government representatives and the pharmaceutical industry have all worked to achieve the mission and goals of this project



Acute Respiratory Tract Infection
Guideline Summary - Adult

Acute Respiratory Tract Infection
Guideline Summary - Pediatric

Download the AWARE Compendium

PROJECT MISSION

Reduce the unnecessary use of antibiotics and reduce the prevalence of antibiotic resistant bacteria in California.

PROJECT GOALS

- Increase appropriate prescribing of antibiotics.
- Raise consumer awareness and understanding regarding the appropriate use of antibiotics.
- Mobilize the community to reduce the unnecessary use of antibiotics



CMAF

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