

**PRESS RELEASE**Monday 11<sup>th</sup> March 2013**Use Antibiotics responsibly Urges NHS Clinical Commissioning Groups (CCGs)**

**A new campaign has been launched today, urging the public to be more responsible with their use of Antibiotics.**

NHS Clinical Commissioning Groups (CCGs) in Worcestershire (NHS Redditch and Bromsgrove CCG, NHS South Worcestershire CCG, and Wyre Forest CCG) have launched the 'Take Care, Not Antibiotics' campaign today, to help prevent infections such as Clostridium Difficile (Cdiff) and MRSA from spreading.

The 'Take Care, Not Antibiotics' campaign highlights how over-use of antibiotics and inappropriate prescribing of them can lead to infections such as Cdiff, an infection which can occur in people who have recently had antibiotics which disrupt normal gut bacteria. Symptoms of Cdiff can range from mild to severe and include; diarrhea, a high temperature (fever) and painful abdominal cramps. Those most at risk of developing Cdiff are the elderly as well as those with long term health conditions whose immunity may be lower.

**Jo Galloway, Executive Nurse, Quality and Patient Safety, NHS Redditch and Bromsgrove CCG and NHS Wyre Forest CCG said:**

'This campaign highlights to the public how antibiotics can act against a range of bacteria, but can also interfere with the healthy balance of bacteria causing other symptoms. It is so important that people use antibiotics in the right way, to slow down antibiotic resistance and to make sure antibiotics remain effective for us and future generations.

Reducing healthcare associated infections such as Cdiff remains a high priority for Clinical Commissioning Groups across the county. Currently, work is underway to minimise cases and where cases occur ensure health care staff manage cases appropriately and consider why they might have occurred and whether they were avoidable.

She added: 'The campaign aims to educate the public about certain measures that can be taken to protect people from developing antibiotic resistant infections such as Cdiff:

- Only use antibiotics when they have been prescribed for you by your doctor.
- Remember, the best way to treat most colds, coughs or sore throats is plenty of fluids and rest.

We will continue to work hard and remain vigilant in reducing patients' risk of developing Cdiff by ensuring antibiotics are prescribed in line with guidelines and by promoting good practice and learning'.

As part of the campaign, a number of materials have been produced by the NHS Clinical Commissioning Groups for the public and health professionals to help raise awareness and spread the message about antibiotic usage, including a 'Key Facts About Antibiotics' leaflet and an awareness poster. Resources for the campaign can be downloaded from NHS Redditch and Bromsgrove Clinical Commissioning Group's website <http://www.redditchandbromsgroveccg.nhs.uk/news/campaigns/>

For more advice on antibiotics please talk to your pharmacist or doctor.

**-Ends-**

---

**Notes for Editors**

- Clinical Commissioning Groups, set up by the Health and Social Care Act 2012, will replace Primary Care Trusts currently responsible for commissioning healthcare services, from April 2013. They will be independent statutory bodies within the NHS, accountable to their membership which consists of all of the GP practices in the area.
- For more information about NHS Redditch and Bromsgrove Clinical Commissioning Group's website <http://www.redditchandbromsgroveccg.nhs.uk/news/campaigns/>

**For further information please contact:**

Rebecca Salari, Communications Officer, on 07436038382 or email [rebecca.salari@worcestershire.nhs.uk](mailto:rebecca.salari@worcestershire.nhs.uk)

