STRATEGIES TO REDUCE ANTIBIOTIC OVERUSE IN PRIMARY CARE: PUBLIC COMMITMENT MESSAGING

ANTIMICROBIAL STEWARDSHIP STRATEGY DESCRIPTION

Public commitment messaging can include posters and audio or video messages in the clinic indicating your professional commitment to judicious antibiotic use.

RESOURCES & HOW TO INCORPORATE INTO PRACTICE

Choosing Wisely Canada’s Public Commitment Poster is designed to be displayed in waiting rooms and is available in several languages.  

- Consider automated phone messages indicating: “Clinicians in this practice do not prescribe antibiotics for infections which usually get better on their own such as colds and flu...”

IMPACT ON ANTIMICROBIAL USE

An RCT found that outpatient clinics displaying poster-sized commitment letters with clinician photographs and signatures had a decrease in inappropriate antibiotic prescribing for acute respiratory infection when compared to clinics without such posters.  

Another RCT found that although public commitment posters were not associated with reduced antibiotic use, automated telephone antimicrobial stewardship messaging led to a decrease in antibiotic prescribing.

References

