



# Patient perceptions of infections & antibiotics: insights from national surveys

TARGET Antibiotics Webinar November 2024



### Introductions – TARGET and RCGP



Dr Donna Lecky



**Emily Cooper** 



**Catherine Hayes** 



Ming Lee



**Emily Whitehorne** 



Julie Brooke



Liam Clayton



Joseph Besford



Camilla Stevenson



Dr Dharini Shanmugabavan

### Introductions – speakers and panellists



Dr Donna Lecky
Head of the Primary Care &
Interventions Unit,
UKHSA
Speaker



Dr Linda Strettle
GP Partner
The Village Surgery, Rotherham
Panellist



Dr Dale Weston
Principal Behavioural Scientist,
Behavioural Science and
Insights Unit (BSIU), UKHSA
Panellist



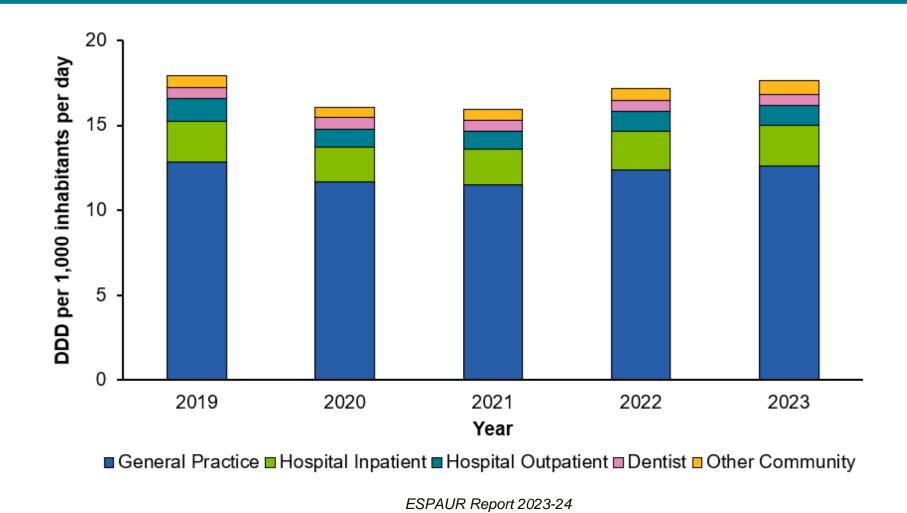
Prof Diane Ashiru-Oredope
Lead Pharmacist,
HCAI and AMR Division,
UKHSA
Panellist



- 1. Understand public knowledge, attitudes and behaviours towards antibiotic use for respiratory tract infections.
- 2. Leverage insights to improve patient understanding and manage expectations regarding common infections and antibiotic use.



### UK antibiotic prescribing over time





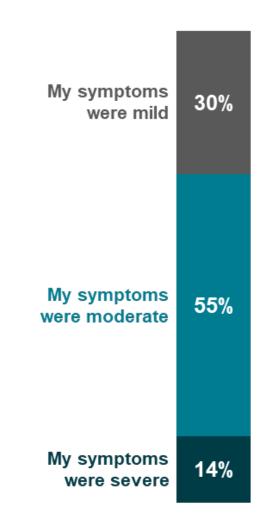
### The approach

Online and 2024 Feb 2023 -4976 2 years later telephone Mar 2024 participants survey 2022 Feb 2021 -Telephone **Pandemic** 1663 Feb 2022 Year 2 participants survey 2021 Feb 2020 -Telephone **Pandemic** 1676 Feb 2021 Year 1 participants survey 2020 Feb 2019 -Face to Face 2020 **Pre-COVID** Feb 2020 participants Survey



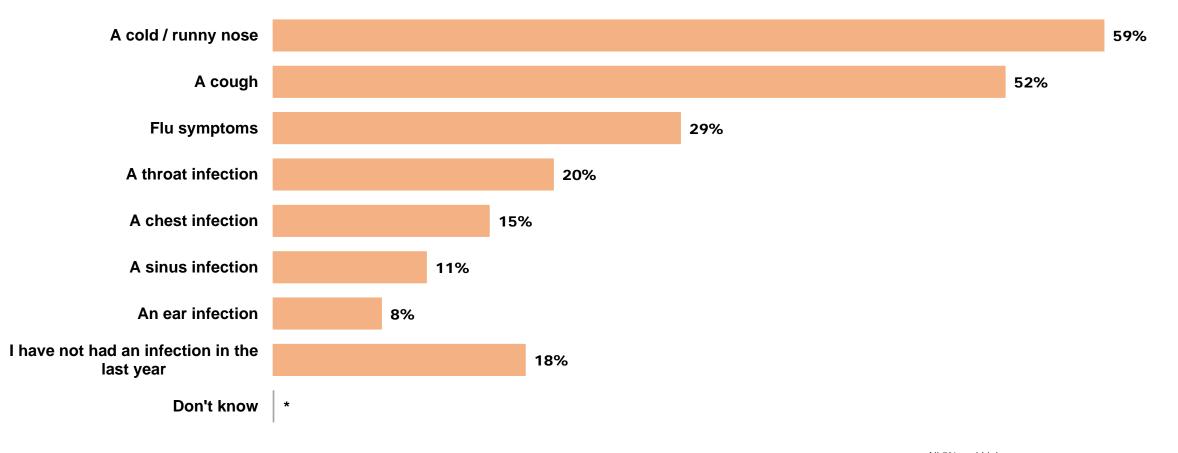
### Incidence and severity of RTI

- 4,976 participants surveyed in England
- 71% report having had an RTI / cold in the last
   12 months
- The most common RTI symptoms include a cold or cough
- Most cite mild/moderate symptoms





## In the last 12 months, since March 2023, which, if any, symptoms or infections have you personally had?



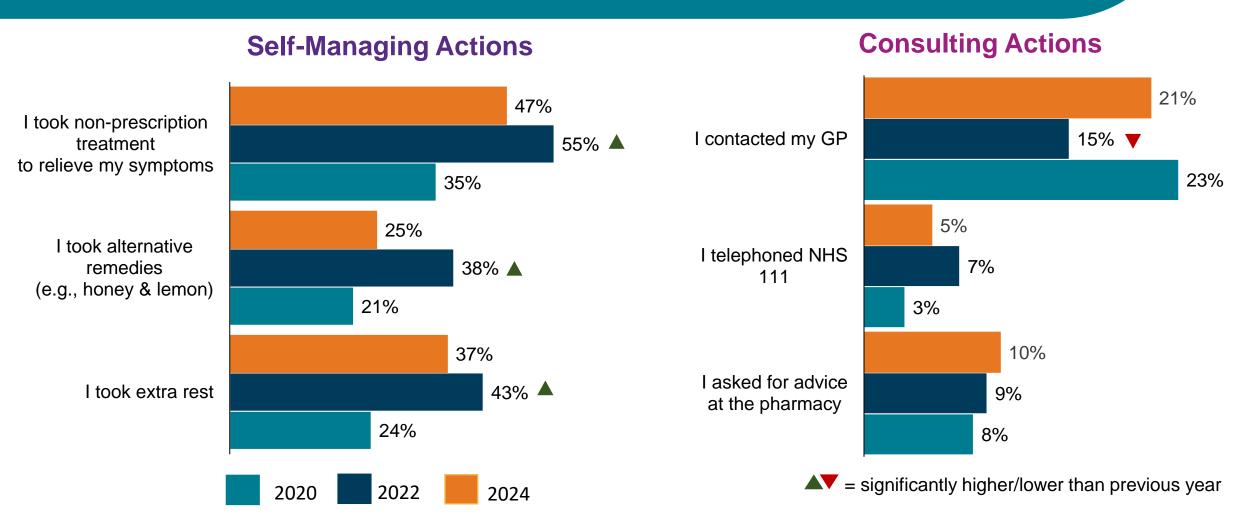




### Health Seeking Behaviour

For your most recent infection, what actions did you take...

### Thinking of your most recent infection, which of the following actions, if any, did you take?

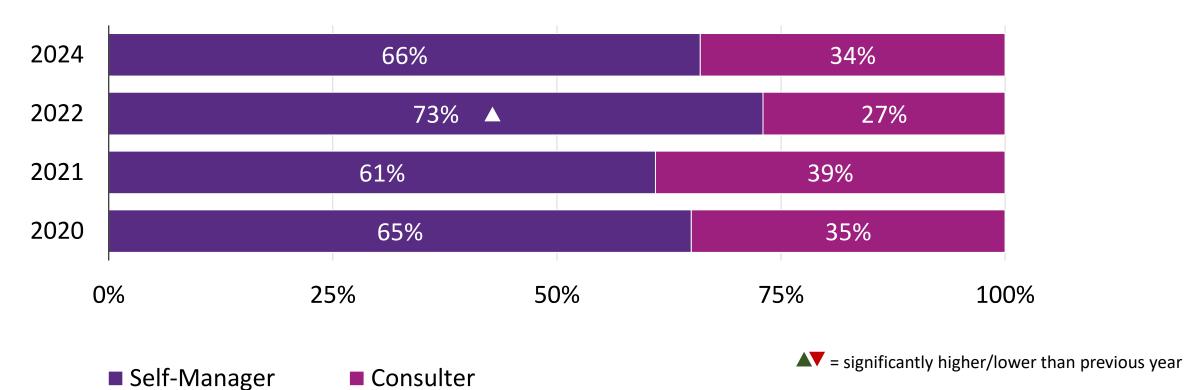


Base: All England participants aged 16+ who had an infection (n=3378), fieldwork conducted online 15-27 March 2024



### Thinking of your most recent infection, which of the following actions, if any, did you take?

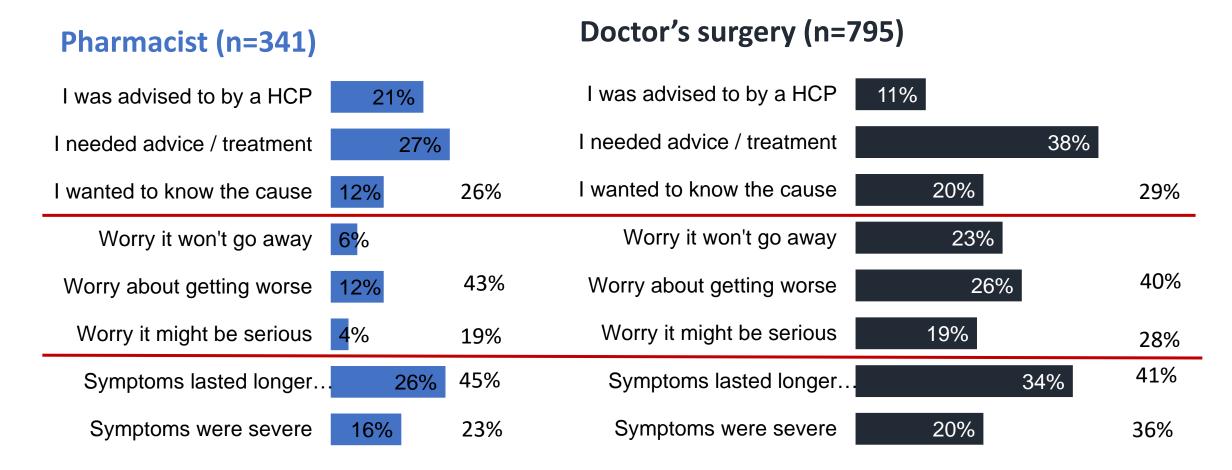
Proportion of respondents who did (not) consult a Health Care Professional (HCP) for their most recent RTI



Base: All England participants aged 16+ who had an infection (n=3378), fieldwork conducted online 15-27 March 2024



# Why did you go to a Pharmacist or doctor's surgery/ NHS walk-in / minor urgent care / minor injuries / GP OOH for your RTI?



Base: All England participants aged 16+ who consulted a pharmacy or GP/walk in centre. Fieldwork conducted online 15-27 March 2024

NB. Limited differences across sub-groups

# Expectation compared to outcome of consultation with pharmacist for most recent RTI



# Expectation compared to outcome of consultation with pharmacist for most recent RTI



Expectation compared to outcome of consultation with doctor's surgery/ NHS walk-in centre / minor urgent care centre / minor injuries centre/ GP out of hours service for most recent RTI



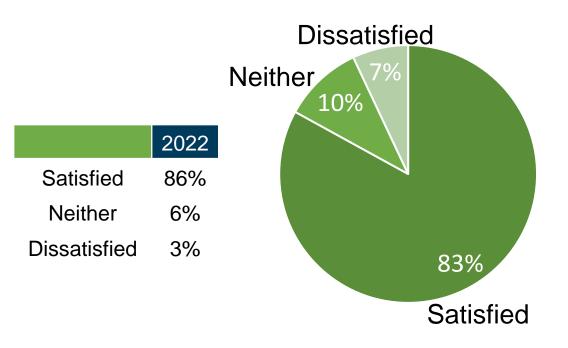
# Expectation compared to outcome of consultation with doctor's surgery/ NHS walk-in centre / minor urgent care centre / minor injuries centre/ GP out of hours service for most recent RTI



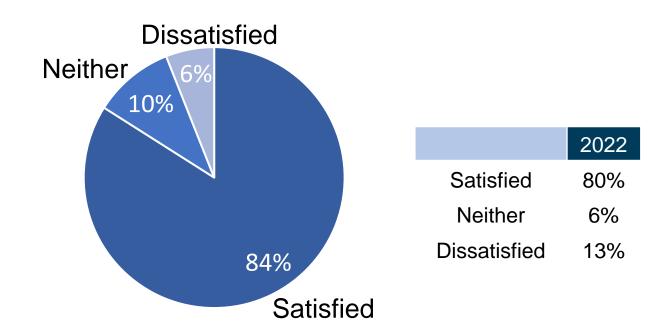


#### Patient satisfaction in 2024

#### **Community Pharmacy**



#### doctor's surgery/ NHS walk-in / minor urgent care / minor injuries / GP OOH



Base: All England participants aged 16+ who had consultation with pharmacy or general practice, fieldwork conducted online 15-27 March 2024



### Implications: Health Seeking Behaviour

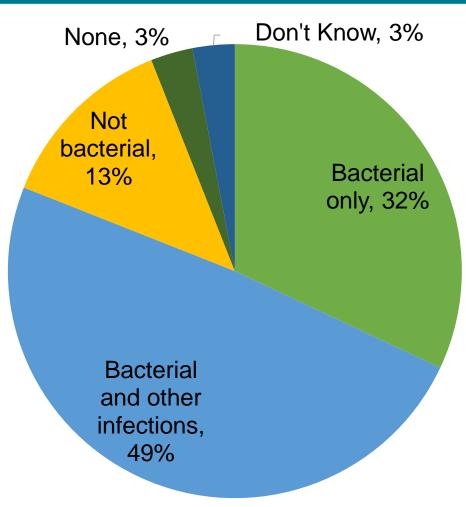
- Self-care is prevalent—even among those with severe RTI symptoms.
- Increased expectations observed during COVID have not fully gone back to prepandemic levels
- In general, people are getting what they expected from healthcare professionals and levels of satisfaction are high.
- Although patients may appear to want an antibiotic, a proportion of these also want advice on whether that antibiotic is needed



## General knowledge/ perceptions of antibiotics



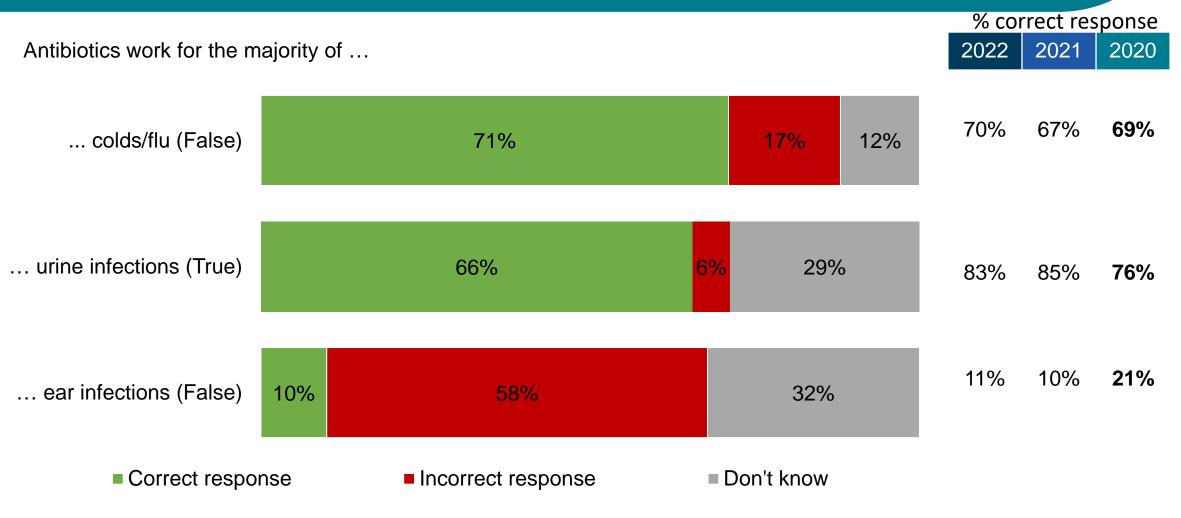
## Which of the following conditions, if any, do you think can be effectively treated by antibiotics?



Just under 1/3 of the public knew that antibiotics only treat bacterial infections

Base: 2024: All England participants aged 16+ (n=4976), fieldwork conducted online 15-27 March 2024

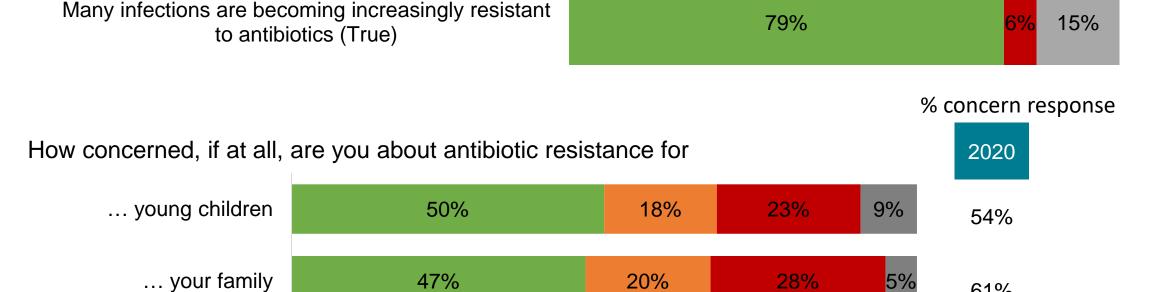
## Perceptions towards antibiotics remain relatively unchanged



Base: All England participants aged 16+ (n=4976), fieldwork conducted online 15-27 March 2024



### What do the public think about antibiotic resistance?



■ Not concerned

21%

34%

■ Don't know

61%

66%

Base: All England participants aged 16+ (n=4976), fieldwork conducted online 15-27 March 2024

Concerned

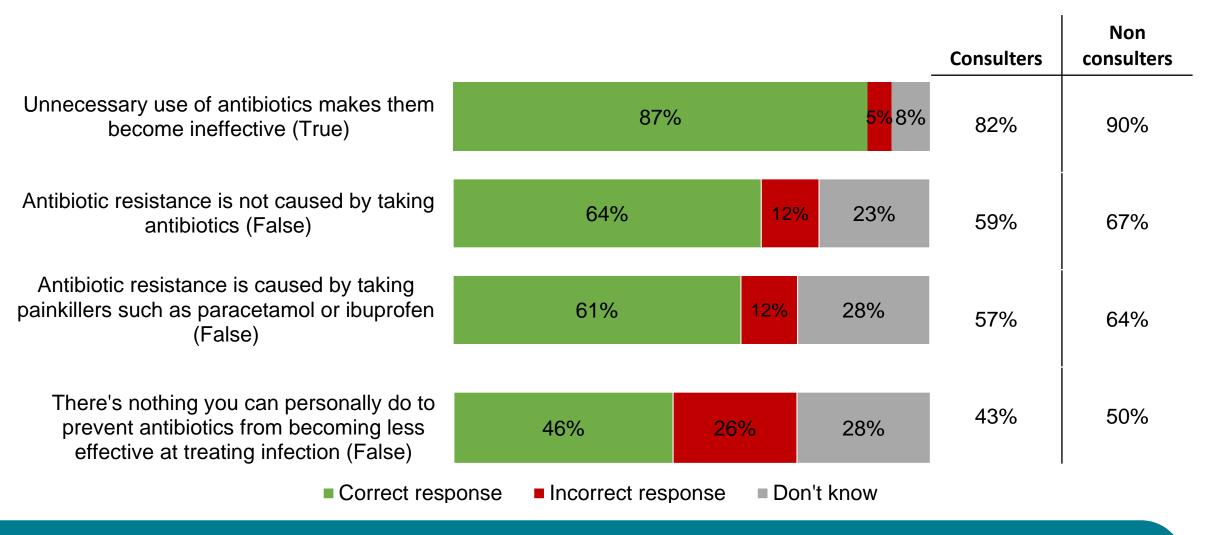
... you personally

43%

Neither

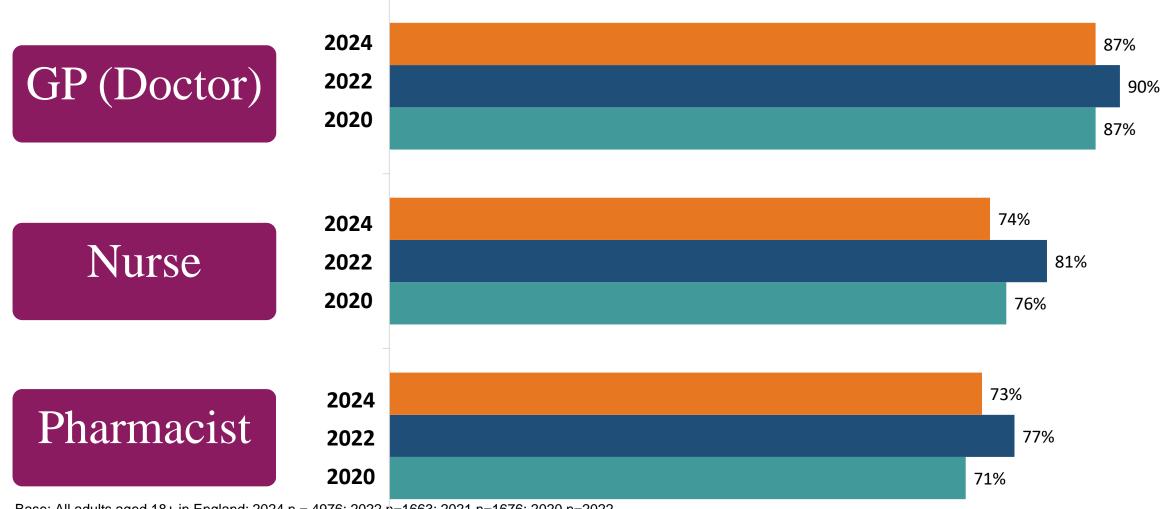


### What do the public know about antibiotic resistance?



### Patients generally trust advice from a health professional

Please tell me to what extent you agree or disagree with the following? I trust my .... as to whether I need antibiotics or not





### Implications

- Public knowledge is low
  - Trust in HCP is high
- Can you help educate your patients?



#### Actions

- Self-care
  - TARGET
  - (treat antibiotics responsibly guidance education and tools)
  - leaflets and resources
- Expectations of consultations
  - TARGET antibiotic checklist
- Antibiotic knowledge
  - Key demographic groups

#### TREATING YOUR

#### RESPIRATORY TRACT INFECTION (RTI)



#### Most are better by

- Middle-ear infection Sore throat
- ) Sinusitis

#### 7 to 8 days 7 to 8 days

- 14 to 21 days

#### How to look after yourself and your family

- avoid feeling thirsty
- help reduce your symptoms
- Fever is a sign your body aracetamol if you for your

#### Use a tissue to cover coughs

- and sneezes and wash you hands with soap to help
- antibiotics to a pharmacy fo

If any of the below apply to you or your child, get an urgent assessment from a healthcare professional. If you

breathing quickly

- colour, or you develop an unusual rash

skin between or above the ribs gettin sucked or pulled in with every breath

- You have redness, swelling and pain around drowsiness or have slurred speech the eyes or the ears
- You have difficulty breathing. Signs that You develop chest pair suggest breathing problems include: You have difficulty swallowing or are drooling
  - You cough up blood

If you (or your child) have any of the following symptoms, are getting worse or are sicker that

You develop a severe headache and are sick

You have a red, swollen tonque

- You are feeling a lot worse

#### Your child has a middle-ear infection and fluid is coming out of their ears or they

You are not starting to improve a little by the time given in the 'Most are better by' column in the table abo You have mild side effects such as diarrhoea. Get advice from a healthcare professional if concerned

only if you are not starting to feel a little better or you feel worse.

Colds, most coughs, sinusitis, ear infections, sore throats, and other infections

If you need antibiotics, take them exactly as prescribed. Never save them for later and

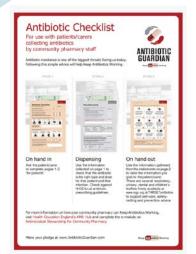
Taking any antibiotics makes

antibiotics may not work when





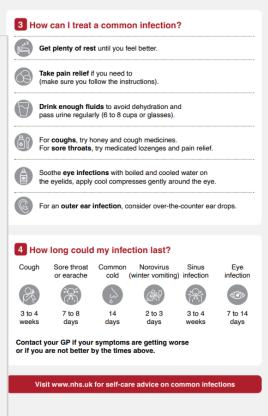






## There is an opportunity for healthcare professionals to educate patients on self-care...







Visit or call a pharmacy for further advice on common infections



**TARGET self-care leaflet** 



#### Opportunity to educate patients: TARGET patient information leaflets

#### TREATING YOUR

#### RESPIRATORY TRACT INFECTION (RTI)



#### Your infection

#### Middle-ear infection 7 to 8 days

- Sore throat
- Sinusitis
- Common cold
- Cough or bronchitis Other infection

#### How to look after yourself and your family

7 to 8 days

14 days

Days

14 to 21 days

3 to 4 weeks

- Have plenty of rest
- · Drink enough fluids to avoid feeling thirsty
- Ask your local pharmacist to recommend medicines to help reduce your symptoms or pain (or both)
- Fever is a sign your body is fighting the infection. It usually gets better by itself in most cases. You can use paracetamol if you (or your

child) are uncomfortable because of a fever

Most are better by

 Use a tissue to cover coughs and sneezes and wash your hands with soap to help prevent spreading infection to your family, friends and other people

Never share antibiotics and always return any unused antibiotics to a pharmacy for them to dispose of safely.

#### When to get help

If any of the below apply to you or your child, get an urgent assessment from a healthcare professional. If your child is under the age of 5, go to A&E immediately or call 999.

- · Your skin is very cold or has a strange colour, or you develop an unusual rash
- · You have new feelings of confusion or drowsiness or have slurred speech
- · You have difficulty breathing. Signs that suggest breathing problems include:
- · breathing quickly
- · turning blue around the lips and the skin below the mouth
- skin between or above the ribs getting sucked or pulled in with every breath

If you (or your child) have any or the following symptoms, are getting worse or are sicker than you would expect (even if your temperature falls), trust your instincts and get medical advice urgently from NHS 111 or your GP.

- · You develop a severe headache and are sick
- · You have a red, swollen tongue
- · You have redness, swelling and pain around the eyes or the ears
- You develop chest pain
- · You have difficulty swallowing or are drooling
- · You cough up blood
- · You are peeing very little, or not at an
- · You are feeling a lot worse
- · Your child has a middle-ear infection and fluid is coming out of their ears or they have new deafness

Less serious signs that can usually wait until you visit a pharmacist or your next

- · You are not starting to improve a little by the time given in the 'Most are better by' column in the table above
- · You have mild side effects such as diarrhoea. Get advice from a healthcare professional if concerned

#### Back-up antibiotic collection

Back-up antibiotic prescription to be collected after only if you are not starting to feel a little better or you feel worse.

· Colds, most coughs, sinusitis, ear infections, sore throats, and other infections often get better without antibiotics, as your body can usually fight these infections

If you need antibiotics, take them exactly as prescribed. Never save them for later and do not share them with others. For more information, visit; www.antibioticguardian.com, Why it is important to take antibiotics as prescribed

Tang any antibiotics makes bacteria that live inside your body more resistant. This means that antibiotics may not work when you really need them.

Antibiotics can cause side rhoea, reactions to sunlight, other symptoms, or being sick if you drink alcohol with the antibiotic metronidazole.



TARGET is operated by the UK Health Security Agency. This leaflet has been developed with healthcare professionals, patients and professional medical bodies. Version 10.0. Published: November 2024, Review: November 2027. KAW18-07 © Crown copyright 2024

'Most are better by' section to help patients know when to (re) consult

#### Safety netting

**Back-up prescription** 

Information about antibiotics & AMR

### CHESTSSS can help frame discussions about antibiotics

C: Ask specifically about concerns

H: Discuss history and exam results/findings

E: Ask specifically about expectations

S: Explain the cause of symptoms

T: Be specific about illness timeline/usual course

S: Explain shortcomings of antibiotics

S: Self-care advice

S: Safety-netting advice

First 5 min of the consultation

Covered in the TARGET patient information leaflets

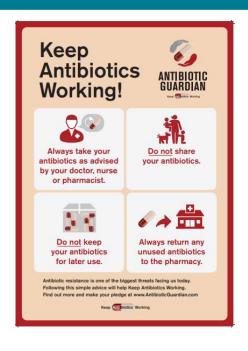


### TARGET: Additional supportive tools

Posters for display in clinical and waiting areas







Videos for patient waiting areas







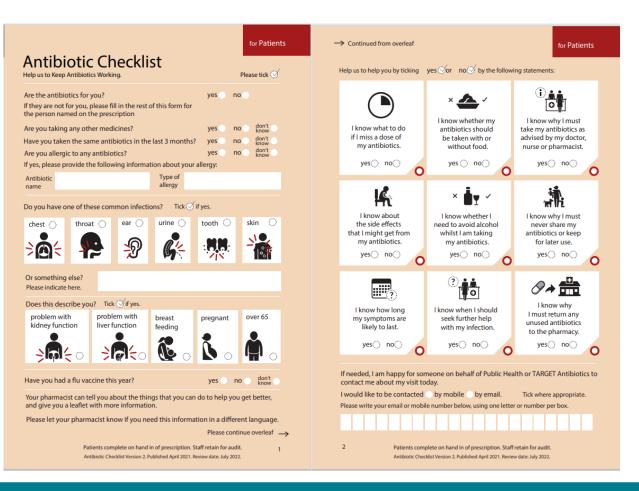


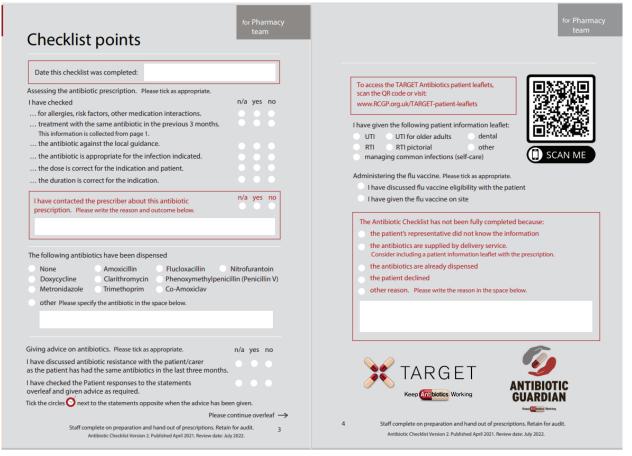
### TARGET Antibiotic Checklist for community pharmacy

Patient provides information on their infection and antibiotic knowledge -



Pharmacy team provide tailored advice





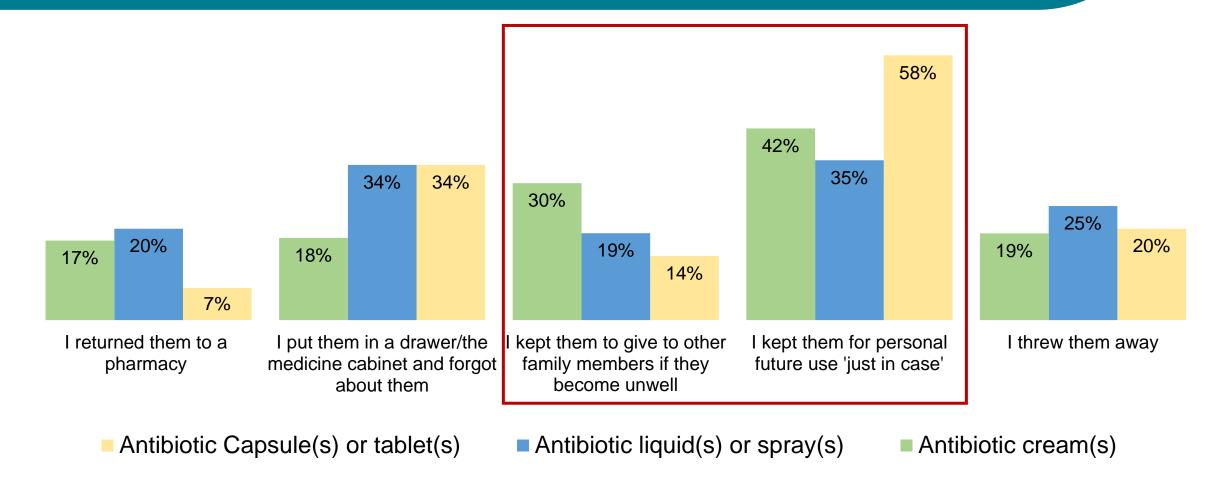




### **Experience of antibiotic use**

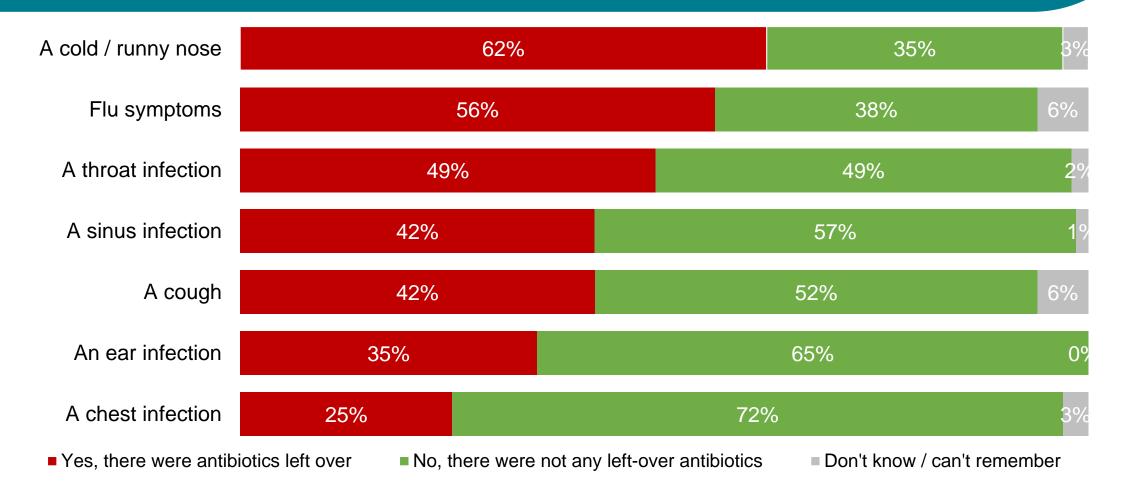


#### Leftover antibiotics?



Base: All England participants who had the following antibiotics left over: Antibiotic capsule(s)/tablet(s):390, Antibiotic liquid(s) or spray(s):270, Antibiotic cream(s):142, fieldwork conducted online 15-27 March 2024

## Thinking about the antibiotics you have taken within the last 12 months for ..., were there any left-over?



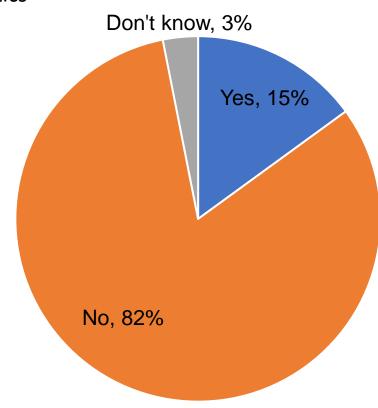
Base= All England participants who have had antibiotics for the following illnesses in last 12 months: Cold/runny nose:262, Throat infection:324, Sinus infection:155, Flu Symptoms:237, Cough:393, Ear infection:157, Chest infection:346, fieldwork conducted online 15-27 March 2024

#### □

## Do you currently have any antibiotics stored at home, for example, in a medicine cupboard or tin?

\*Not including any prescribed as 'rescue pack' antibiotics





Base: All England participants aged 16+ (n=4976), fieldwork conducted online 15-27 March 2024

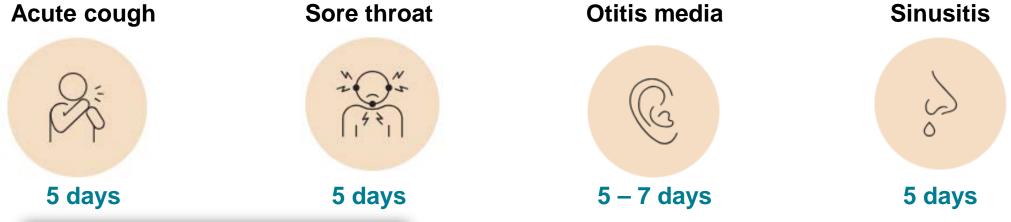


### **Implications**

- Left over antibiotics may not be suitable for other to use
- Allergic reactions or side effects
- The antibiotic may not be suitable for another infection
- Contribute to antimicrobial resistance
- Left over antibiotics may have expired



### Reminder on NICE recommended lengths of antibiotic prescriptions





The **summary of antimicrobial guidance** table in the TARGET toolkit can be useful to see first line antimicrobials, dose and course length at a glance





### Delayed/back-up antibiotics



### Why use back-up antibiotic prescriptions?

- 1. Reduce patient use of antibiotics
- 2. Useful if unsure whether immediate antibiotic is needed
- 3. Little difference in symptomatic benefit with immediate vs. back-up antibiotics
- Increase patient's ability to self-manage infections
- 5. Prevent complications
- 6. Reduce re-consultations



### Why use back-up antibiotic prescriptions?

Prevent complications (as effectively as immediate antibiotic) & reduce re-consultations ('doctor shopping'/visits to OOH, A&E)

#### Little/no difference in:

- -Re-consultation
- -Adverse effect
- -Complications



Cochrane Database of Systematic Reviews

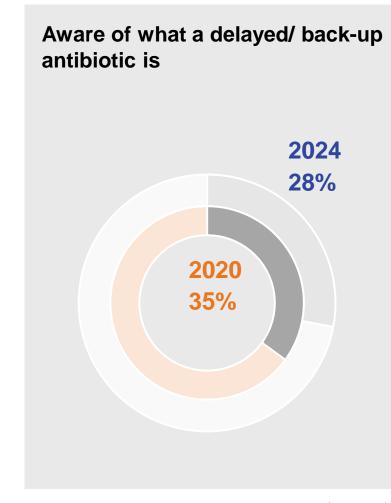
Delayed antibiotic prescriptions for respiratory infections (Review)

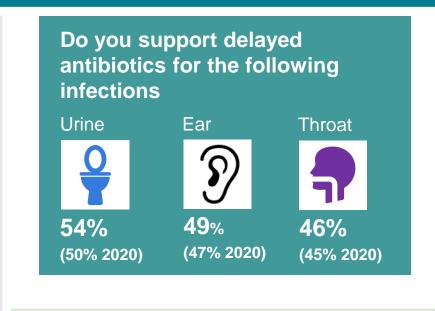
Spurling GKP, Del Mar CB, Dooley L, Clark J, Askew DA

Spurling GKP, et al. 2017 DOI: 10.1002/14651858.CD004417.pub5.



## Delayed antibiotics Awareness and acceptability



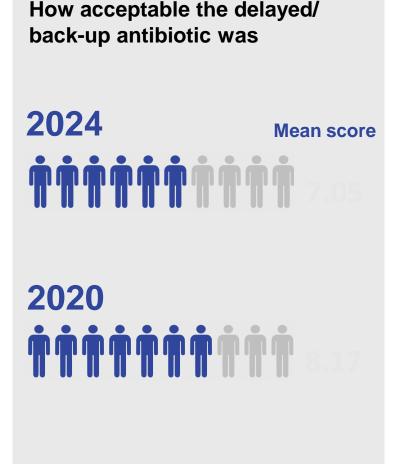


Did you start taking the delayed/ back-up antibiotic

a few days

later, 42%

No, 27%



Base: All England participants aged 16+ (n=4976), fieldwork conducted online 15-27 March 2024

immediately

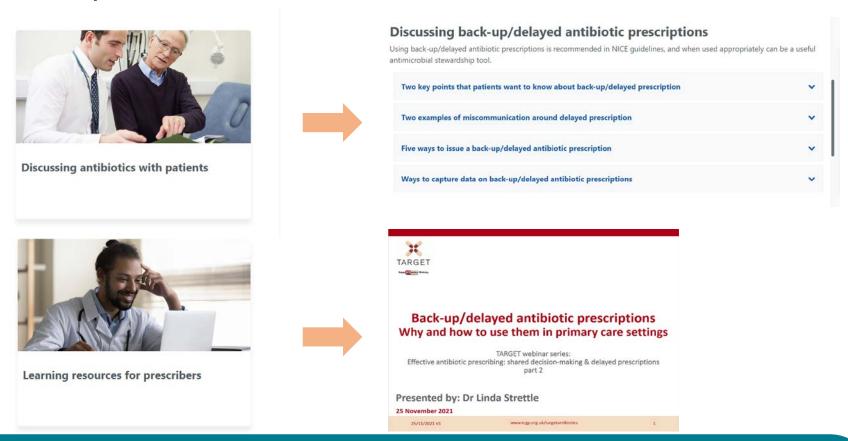
, 31%



## TARGET resources: back-up/delayed antibiotic prescriptions

The TARGET website has **evidence-based resources** to help you in discussing back-up/delayed antibiotics with patients.

www.rcgp.org.uk/
TARGETantibiotics





# Clinical coding for back-up/delayed antibiotic prescriptions

\*\*\*Don't forget to code your treatment choice\*\*\*

READ codes (Emis, Vision)	SNOMED code (System One)	Definition
8BP0	2549788011	Deferred antibiotic therapy
8CAk	406111000000113	Patient advised to delay filling of prescription
8OAN	2462831000000113	Provision of <u>TARGET Managing</u> Your Common Infection (Self-Care) Leaflet with back-up antibiotic prescription issued



### Key take home points

- Patients reason for consulting vary
- High public expectations
- Low public knowledge on antibiotic use and AMR
- Opportunity to educate your patients
- Many report receiving antibiotics for RTIs, on average half of these don't finish the course
- Consider discussion around the need for antibiotics link to duration of illness
- Consider issuing a delayed antibiotic

### Acknowledgements

**Ipsos Mori** 

**Basis Research** 

Libby Eastwood

Dale Weston

Diane Ashiru-Oredope

Linda Strettle

Camilla Stevenson

Joe Besford

Dharini Shanmugabavan

### Thank you for listening

Please complete the feedback survey and let us know what topic you would like next!

Sign up for our next webinars or recommend to colleagues:

Navigating antimicrobial stewardship for new and early career prescribers

Wednesday 29 January 2025 | 18:30 - 19:30 | Online

Managing recurrent UTI and reviewing long-term and repeat antibiotic therapy

Wednesday 19 March 2025 | 18:30 - 19:30 | Online

Visit <a href="https://www.rcgp.org.uk/TARGETantibiotics">www.rcgp.org.uk/TARGETantibiotics</a> to find out more





#### Panel discussion



Dr Donna Lecky
Head of the Primary Care &
Interventions Unit,
UKHSA



Dr Linda Strettle
GP Partner
The Village Surgery, Rotherham



Dr Dale Weston
Principal Behavioural Scientist,
Behavioural Science and
Insights Unit (BSIU), UKHSA



Prof Diane Ashiru-Oredope
Lead Pharmacist,
HCAI and AMR Division,
UKHSA