

A report from the Information and Education Division

- Have awareness and understanding of the public and healthcare professionals improved?
Education and Awareness activities—

AMR Clinical Reference Center,
National Center for Global Health and Medicine

Yumiko Fujitomo

Chief, Information and Education Division

National Action Plan on Antimicrobial Resistance (AMR)

1  **Public Awareness and Education**
Improve Public Awareness and Understanding, and Promote Education and Training of Professionals

2  **Surveillance and Monitoring**
Continuously Monitor Antimicrobial Resistance and Use of Antimicrobials, and Appropriately Understand the Signs of Change and Spread of Antimicrobial Resistance

3  **Infection Prevention and Control**
Prevent the Spread of Antimicrobial-resistant Organisms by Implementing Appropriate Infection Prevention and Control

4  **Appropriate Use of Antimicrobials**
Promote Appropriate Use of Antimicrobials in the Fields of Healthcare, Livestock Production and Aquaculture

5  **Research and Development**
Promote Research on Antimicrobial Resistance and Foster Research and Development to Secure the Means to Prevent, Diagnose and Treat the Antimicrobial-resistant Infections

6  **International Cooperation**
Enhance Global Multidisciplinary Countermeasures against Antimicrobial Resistance

GOAL 1

Improve Public Awareness and Understanding, and Promote Education and Training of Professionals

Strategies

- (1.1) Promote Public Awareness-raising Activities to Improve Public Knowledge and Understanding of AMR
- (1.2) Promote Education and Training on AMR of Professionals Involved in Related Fields

Information and educational projects

[Objective] Increasing recognition of efforts to control AMR and promoting a change in behavior

For the general public

- Operation of a website and social media
- Public relations:
E.g., Providing information to the media
- PR campaigns:
AMR Awareness Month
(November)
- Outreach efforts: at schools and other places
- Preparing and distributing various materials

For medical and public health personnel

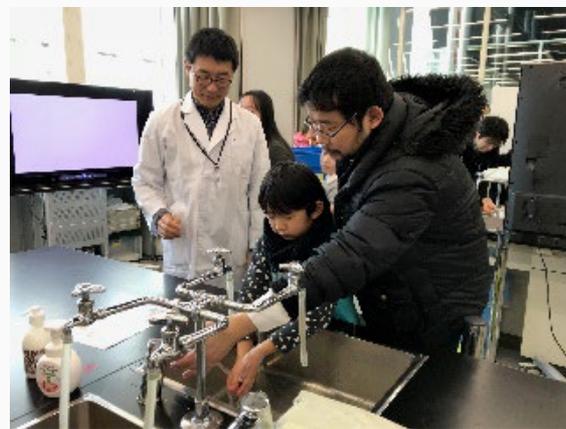
- Operation of a website and social media
- Drafting guidelines and manuals
- Holding various seminars and online courses
- Preparing and distributing various materials
- Advice related to AMR and other activities

Activities for the general public

- Raising awareness of AMR and getting knowledge about AMR measures
- Explain the basics of infectious diseases and AMR on our information website
- Campaign (Events and other public relations), focusing on the AMR awareness month(November).



<https://amr.ncgm.go.jp/>



Activities for the general public

In 2021,

- We adopted famous Japanese anime characters for the campaign.
- Videos of AMR awareness were distributed via web and train ads.
- Educational materials and novelty items about AMR were distributed to the public through insurance pharmacies and pediatrics departments.
(442 facilities, 47,500 copies)



<https://amr.ncgm.go.jp/materials/>



<https://amr.ncgm.go.jp/information/campaign2021.html>

Activities for the general public

- The 5th *Senryu* contest on Antimicrobial Resistance was held.
- To raise public awareness through the media, We prepared Press releases and newsletters on AMR (sales of antimicrobials and “Acne treatment and antimicrobials”).

一般部門

銀賞

耐性菌
まん延防止の
措置が要る

猫背

川薬
柳野

金賞

阻止しよう
使える薬が
無い未来

はるちゃん

川薬
柳野

読売新聞 2.11.金

鍵山「銀」
宇野銅
北京2022
羽生4位4回転半は転倒

羽生の背中思い成長

中継役
生原舞舟

2月11日

https://amr.ncgm.go.jp/information/2021senryu_result.html

Press Release 報道関係者各位 2022年2月25日

国立感染症研究所 センター 病院
AMR監視リファレンスセンター (厚生労働省管轄)

全国抗菌薬販売量2021年調査データ
2022年2月25日公開

2021年の抗菌薬販売量が
2013年(14.91DID)比で約31.6%減少

<https://amrcc.ncgm.go.jp/surveillance/020/20190902163931.html>

AMR監視リファレンスセンターは「全国抗菌薬販売量2021年調査データ」を2022年2月25日に公開しました。AMR監視リファレンスセンターは「全国抗菌薬販売量2021年調査データ」を2022年2月25日に公開しました。AMR監視リファレンスセンターは「全国抗菌薬販売量2021年調査データ」を2022年2月25日に公開しました。

◆全国発表のデータについて

2021年の販売量に基づく人口1000人・1日あたり抗菌薬使用量(DID)は10.20DIDであり、2013年(14.91DID)比で約31.6%減少しました。2022年比でも、過去で最も低い水準で推移しています。抗菌薬の使用量は減少傾向にあり、2013年比で約31.6%減少しています。2021年比でも、過去で最も低い水準で推移しています。抗菌薬の使用量は減少傾向にあり、2013年比で約31.6%減少しています。

全国抗菌薬販売量推移 2013-2021 (抗菌薬種類: ATC3別に分け)

年	2013	2014	2015	2016	2017	2018	2019	2020	2021
全量	14.91	14.68	14.68	14.60	13.51	13.39	13.28	10.61	10.20
β内酰胺系	3.98	3.97	3.98	3.83	3.64	3.62	3.52	3.39	3.39
βラクタム系	4.63	4.63	4.63	4.56	4.27	4.27	4.26	4.06	4.06
マクロライド系	4.41	4.30	4.29	4.16	4.18	3.99	3.84	2.83	2.72
テトラサイクリン系	3.97	3.78	3.85	3.68	3.43	3.19	3.02	2.34	2.11

本邦に関するお問い合わせ先 ▶ AMR監視リファレンスセンター (厚生労働省管轄) (東京都港区) 電話: 03-6260-4856 e-mail: amr-pr@kyodo-pr.co.jp

報道関係各位
News Release
AMR監視リファレンスセンター (厚生労働省管轄)

2022年1月27日

令和時代のニキビ治療
～根本から治せるようになった一方で、耐性菌の問題も～

AMR監視リファレンスセンターは、ニキビ治療の観点から耐性菌の問題を考えたため、抗菌薬・外用抗菌薬の適量使用と適切なスキンケアの重要性を訴えています。ニキビ治療の観点から耐性菌の問題を考えたため、抗菌薬・外用抗菌薬の適量使用と適切なスキンケアの重要性を訴えています。

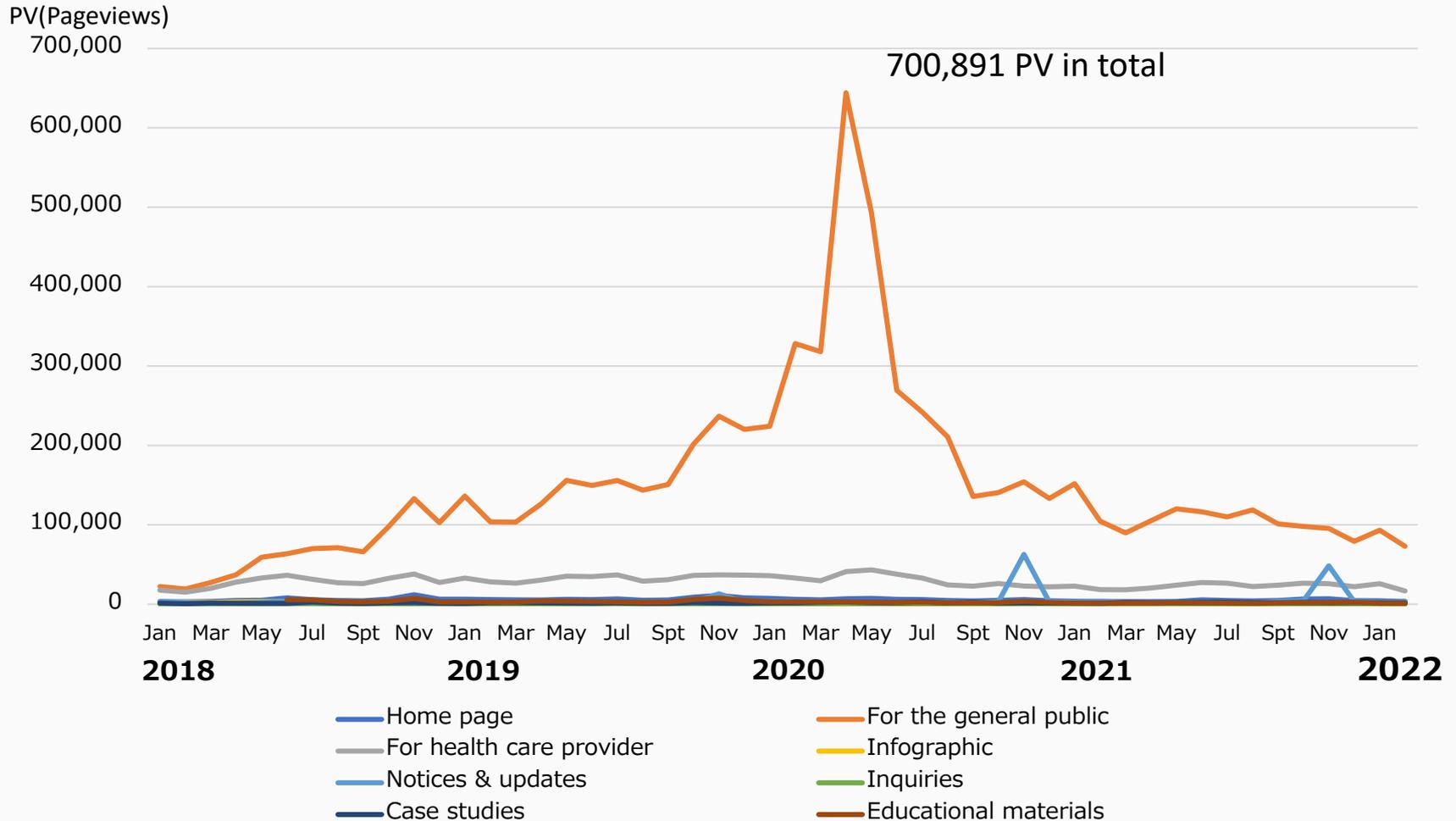
◆サマリー

1. ニキビの始まりは毛のつまり(黒頭)、炎症が始まる前にできるだけ早く治療を開始
2. 黒頭・炎症の両方の治療で、早期からの治療が効果的
3. 炎症がひどいニキビでは外用抗菌薬の使用も必要
4. マクロライド系抗菌薬に耐性のリスクが増えている
5. 抗菌薬治療は「慢性炎症期のみ(中等程度以上)で最も効果が期待できる

◆ニキビ治療と抗生剤の適量使用(イメージ)

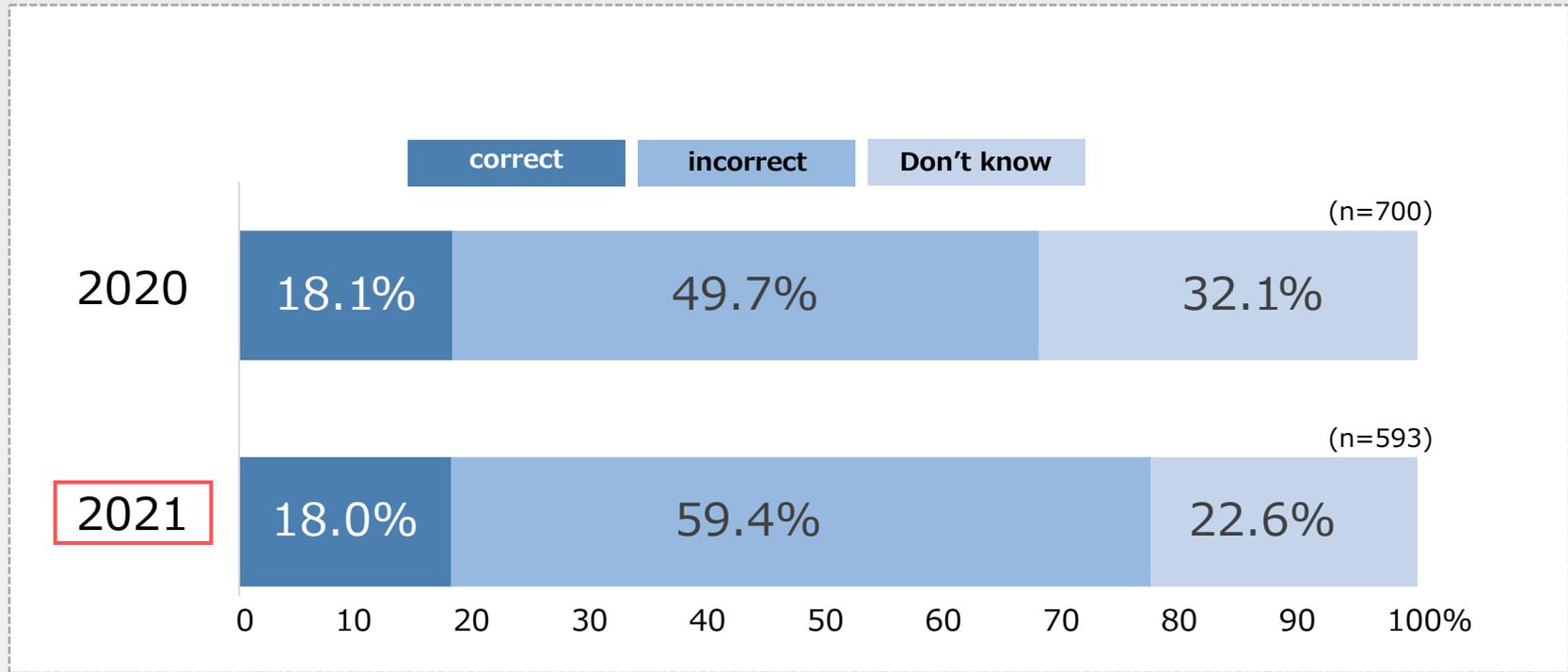
本邦に関するお問い合わせ先 ▶ AMR監視リファレンスセンター (厚生労働省管轄) (東京都港区) 電話: 03-6260-4856 e-mail: amr-pr@kyodo-pr.co.jp

Information website pageviews



The public knowledge and understanding of AMR is still limited

“Antibiotics are effective against viruses”



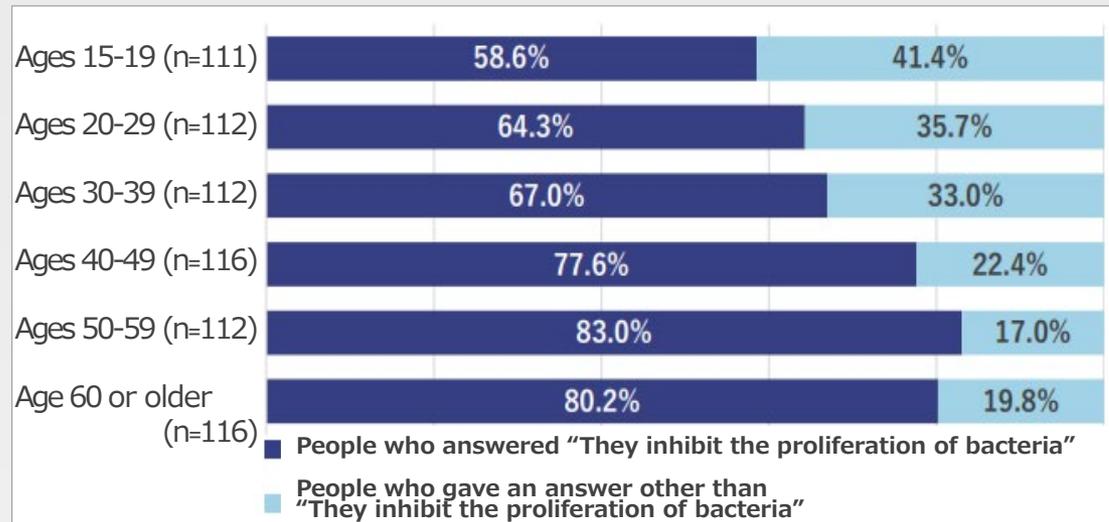
The percentage of people who correctly answered antibiotics are not effective against viruses has not changed

Younger generations are less likely to have correct knowledge

What do you think antibiotics are?

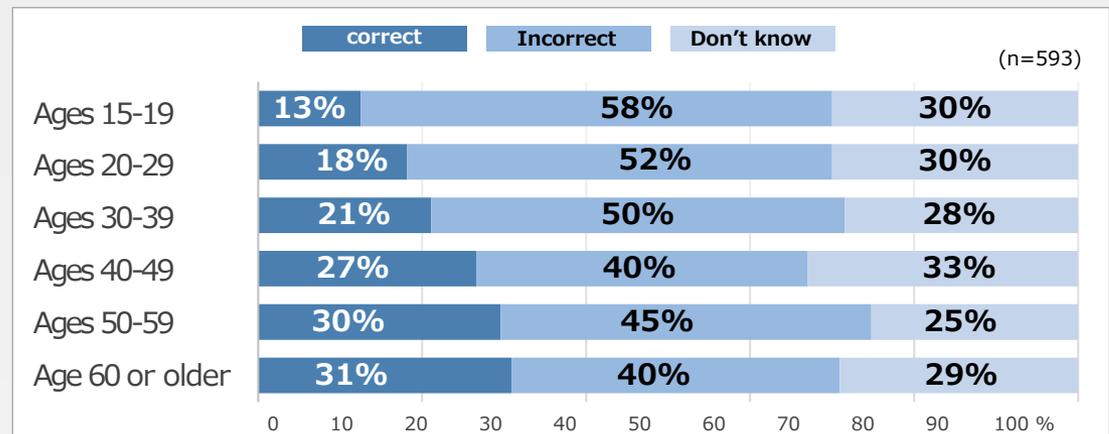
Correct answer: They inhibit the proliferation of bacteria

Antibiotics awareness survey report 2018
http://amr.ncgm.go.jp/pdf/20181026_ig_vol8_report.pdf



Antibiotics are effective against colds

Antibiotics awareness survey report 2021
http://amr.ncgm.go.jp/pdf/20211004_report.pdf



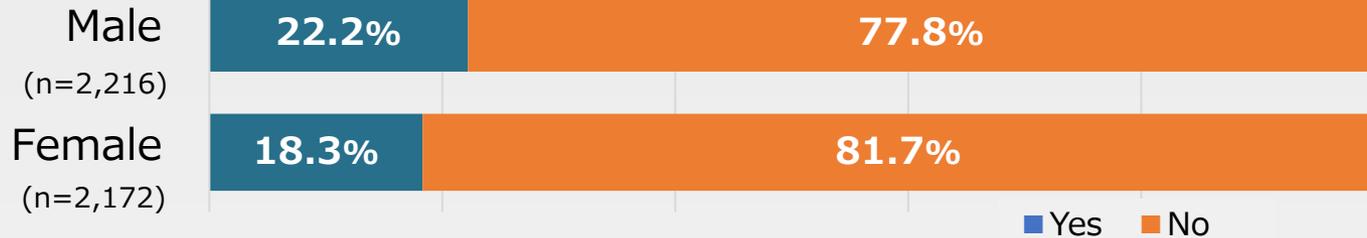
Around 30% of those in the 40-60 age group answered correctly, while only 10-20% of those in the 10-30 age group did.

The percentage of people with accurate knowledge differs depending on their situation

Have you ever requested antibiotics at a hospital or clinic?

(n=4,388)

0% 20% 40% 60% 80% 100%

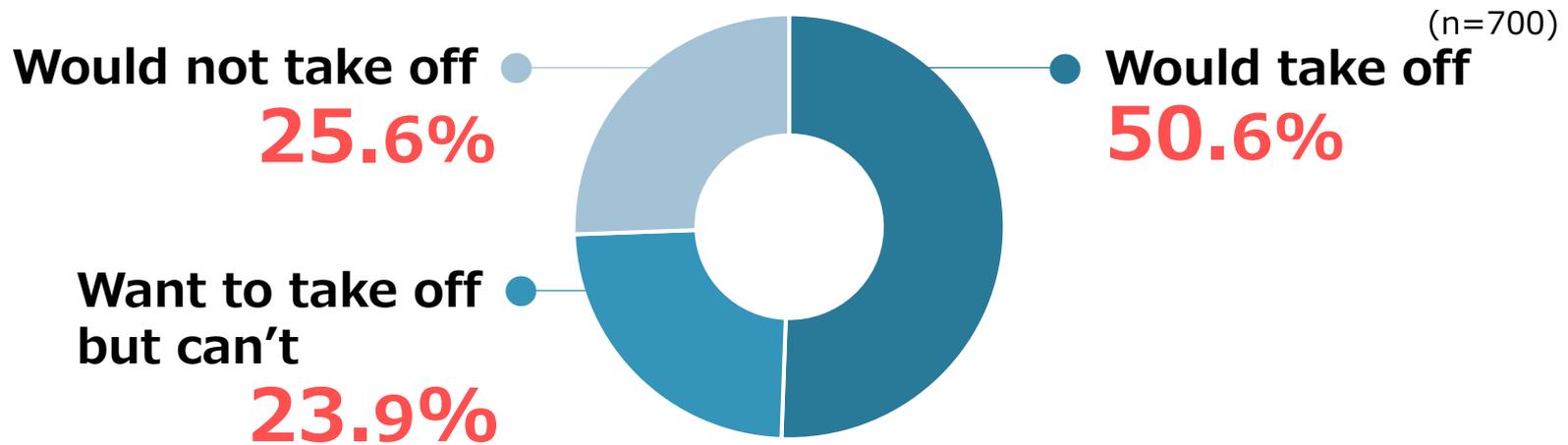


0% 20% 40% 60% 80% 100%



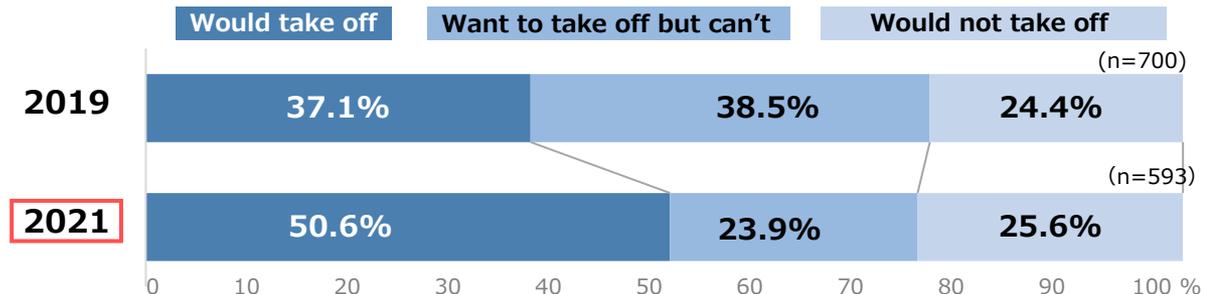
Attitudes about infection control are gradually changing

If, for example, you woke up this morning with a runny nose, cough, sore throat, and sense of fatigue. You have a fever of 37.6°C. Would you take off from school or work?



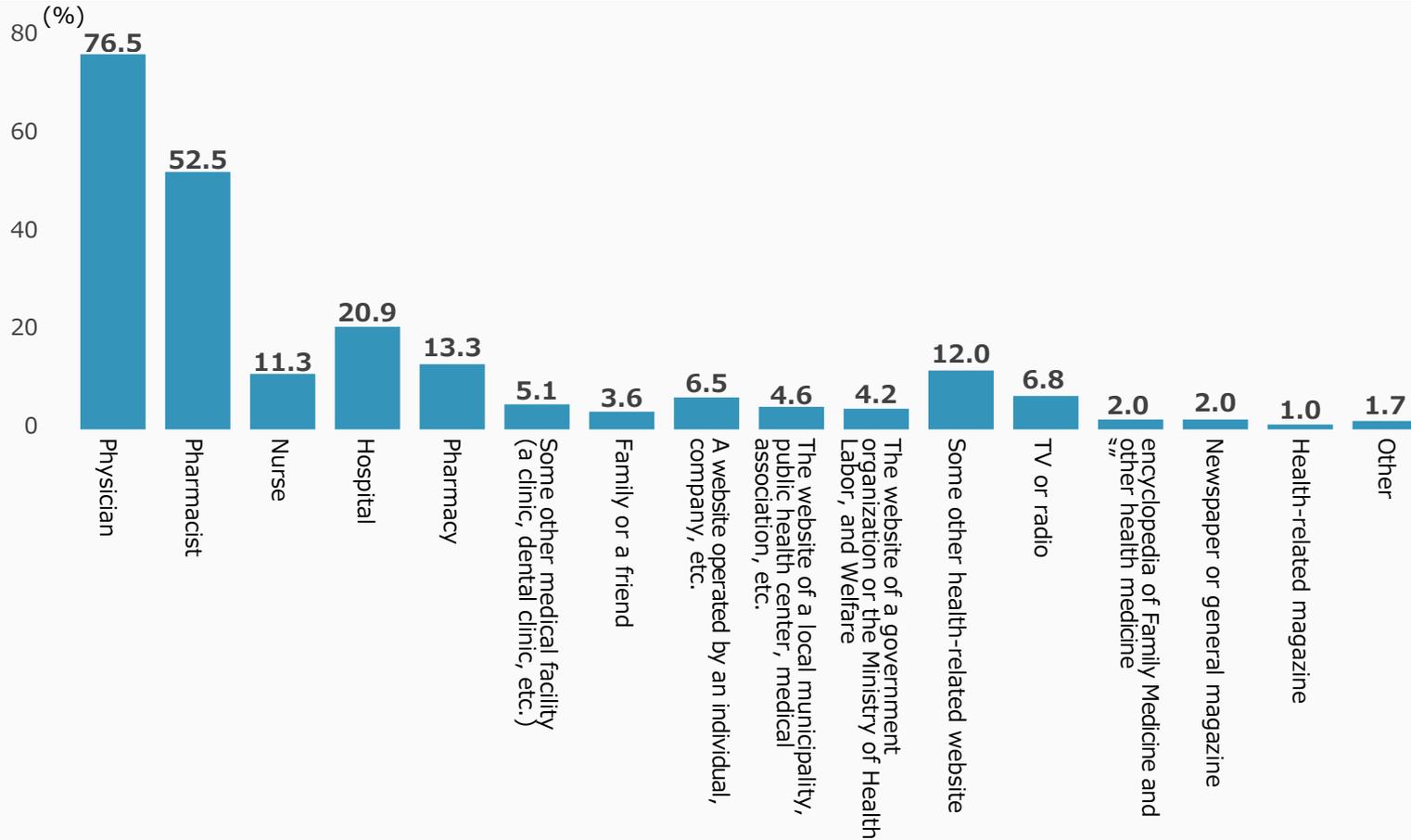
<comparison with the survey 2019>

50.6% of respondents "would take off," but the total of "want to take off but can't" and "would not take off" was 49.5% .



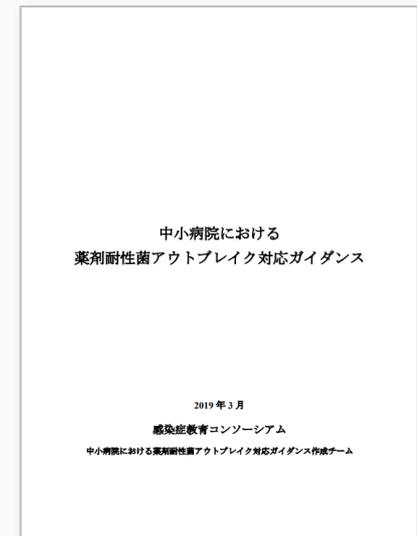
A lot of information from medical personnel

What sources of information do you use to get good information about antibiotics? List up to 3 sources.



Activities for professionals involved in related fields

- Basic policies
 - Raising awareness of AMR widely and encouraging health care provider to change behavior
 - Supporting implementation of AMR counter-measure activities throughout Japan
 - Supporting implementation of AMR counter-measure activities in medical institutions with no/few specialist
- Education and awareness-raising using “Manual of Antimicrobial stewardship”
- Developing guidelines related to AMR measures and providing on-site support.



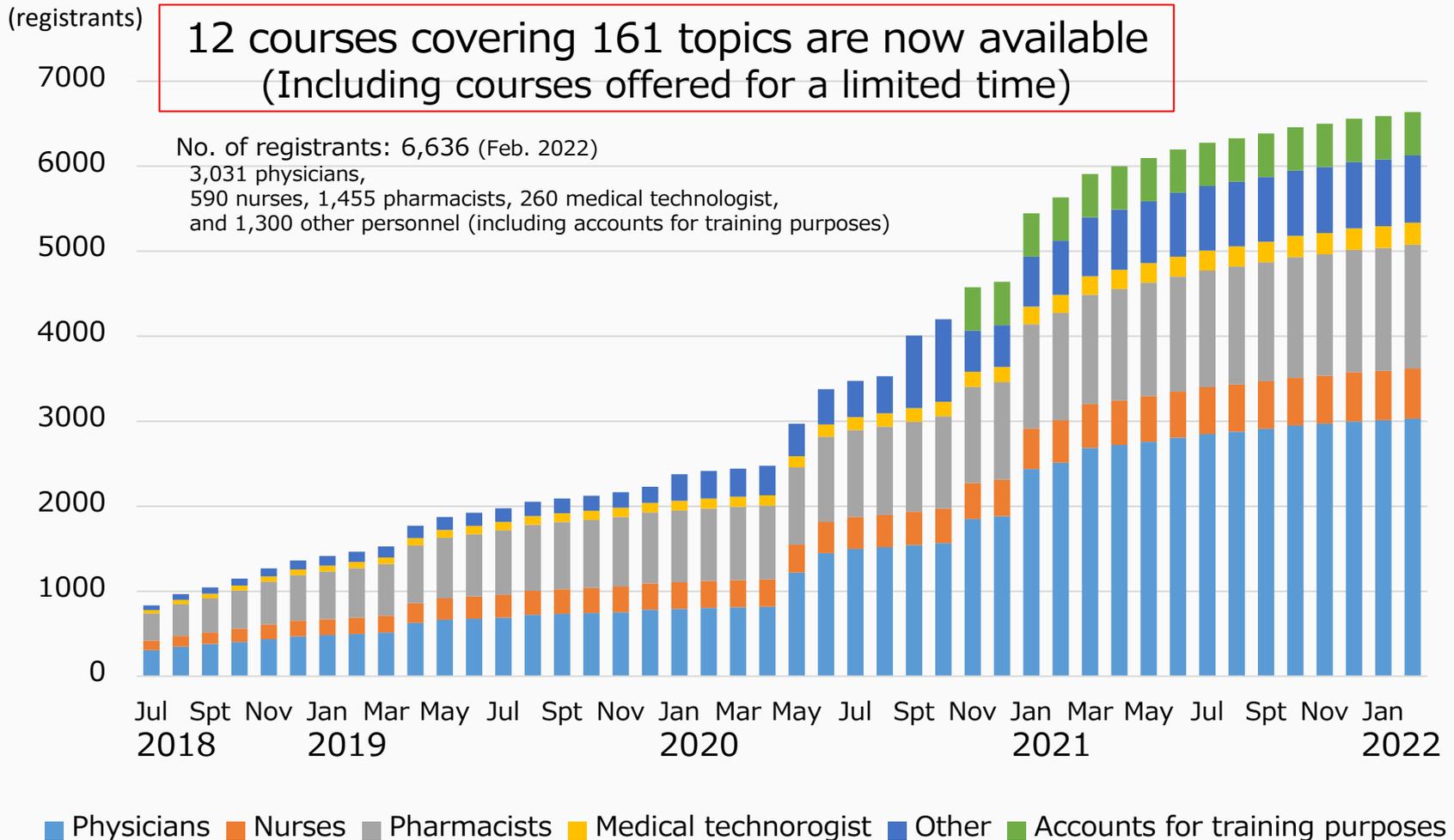
Seminar and Workshop

- **Plan and implement seminars in various regions of Japan**
(results from 2017-January 2022)
 - Clinical Seminar on AMR Measures: 21 sessions (1,735 attendees)
 - Workshop to brush up on cold treatment : 11 sessions (406 attendees)
 - Dental clinical seminar on AMR Measures : 4 sessions (1,057 attendees)
 - Seminars for Public Health Professionals: 10 sessions (690 attendees)
 - Seminars held jointly with academic societies and other facilities: 10 sessions
 - Some of the seminars and workshops were made into e-learning contents.
- **Seminars have mainly been implemented online since FY2020**



<https://amrlearning.ncgm.go.jp/>

Number of registrants for e-learning



Educational materials



Poster



Poster



Poster



Poster



Leaflet



Leaflet

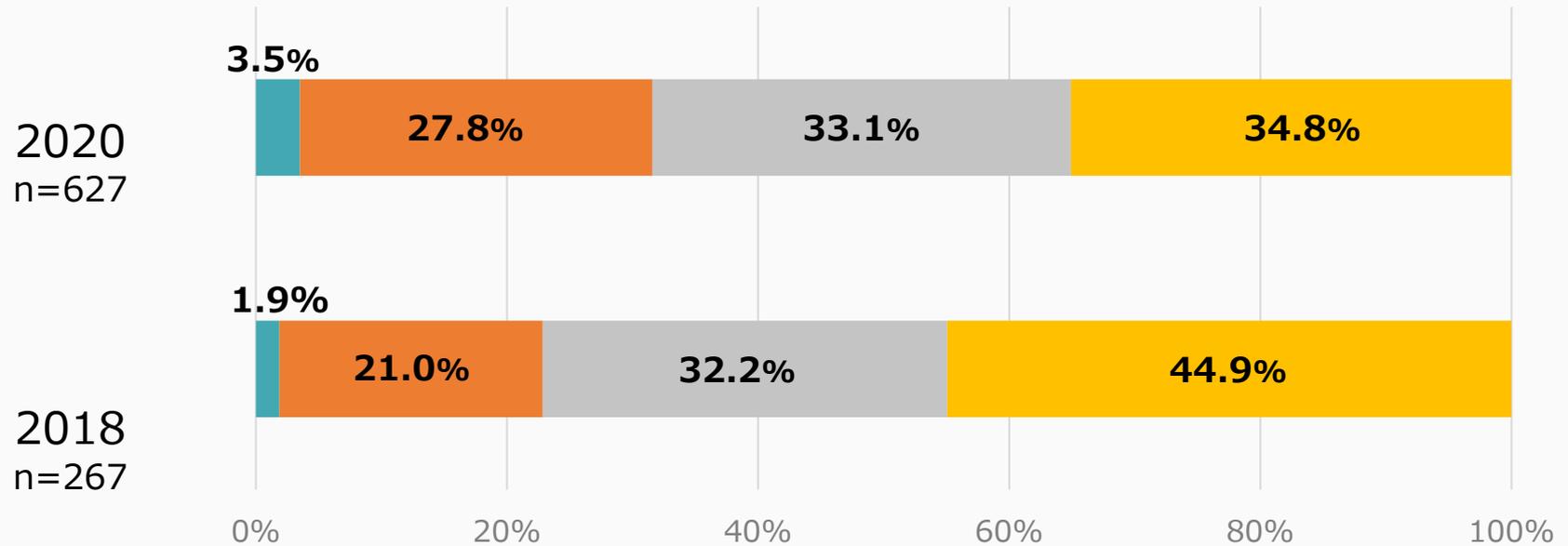


Booklet



Booklet

How many clinic doctors know about National Action Plan on AMR?

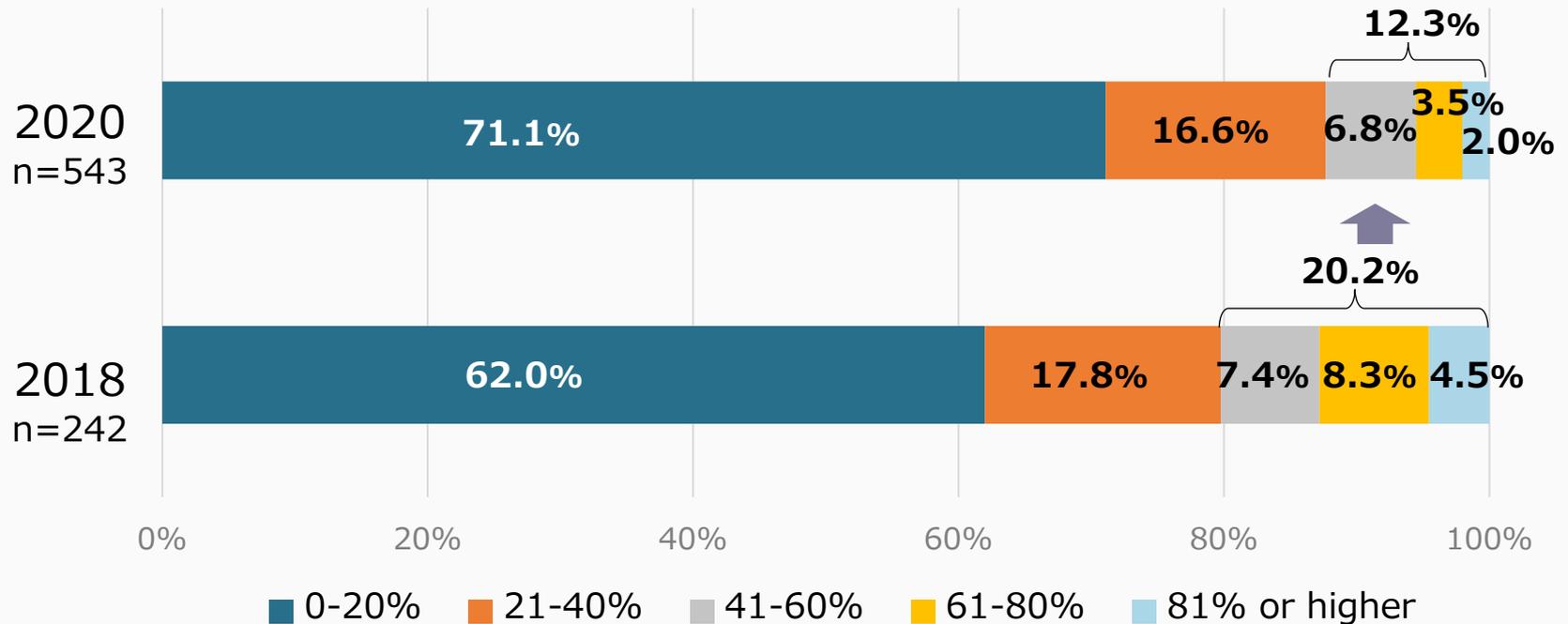


- Able to explain National Action Plan on AMR
- Understand National Action Plan on AMR
- Have only heard "National Action Plan on AMR"
- Know nothing about National Action Plan on AMR control

Frequency of antibiotics prescription varies widely among clinic doctors.

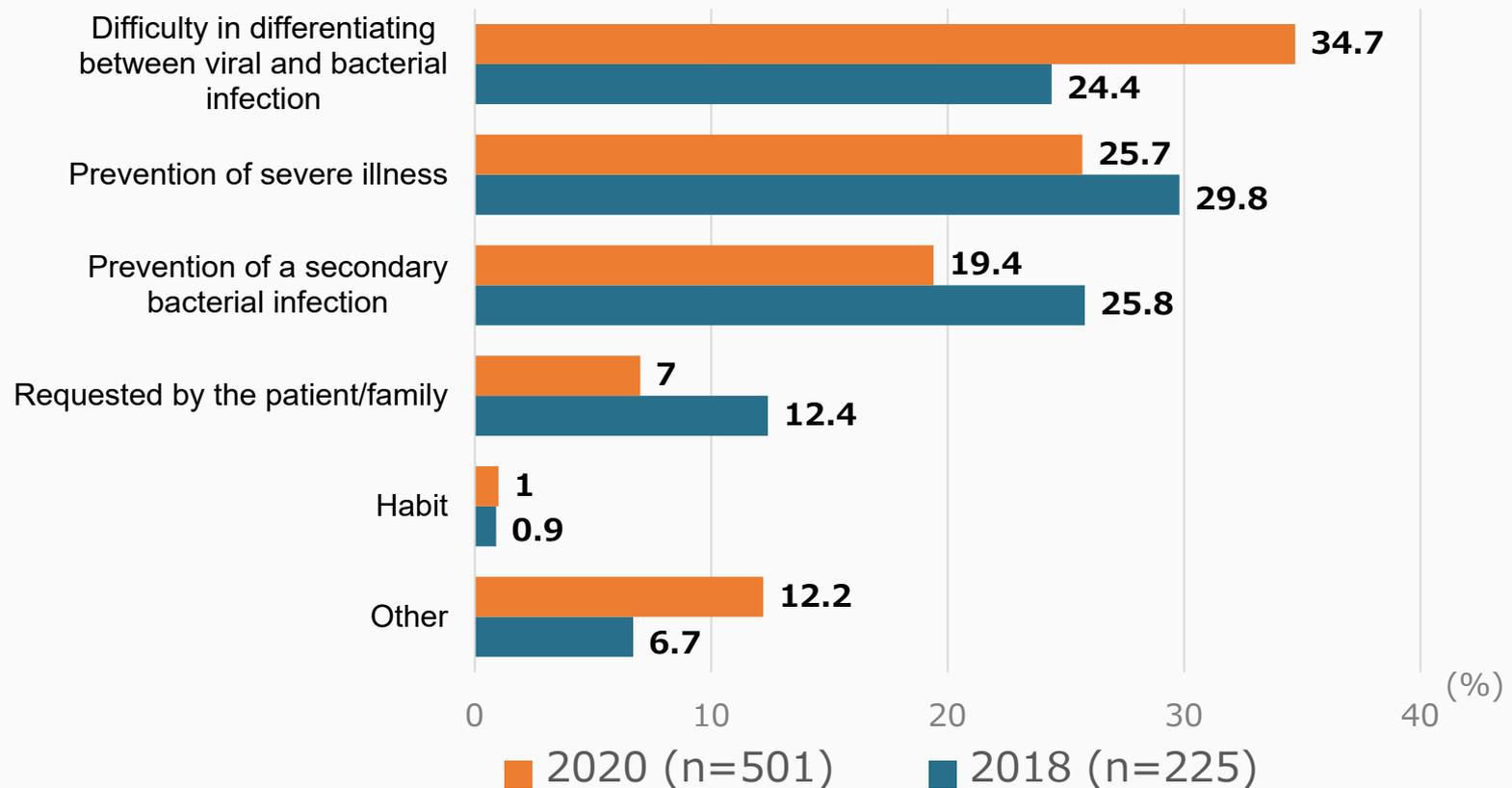
Percentage of physicians who prescribed antibiotics when they diagnosed a patient with a cold (over the past year)

Physicians who prescribed antibiotics to 41% or more patients with a cold decreased from 20.2% to 12.3%



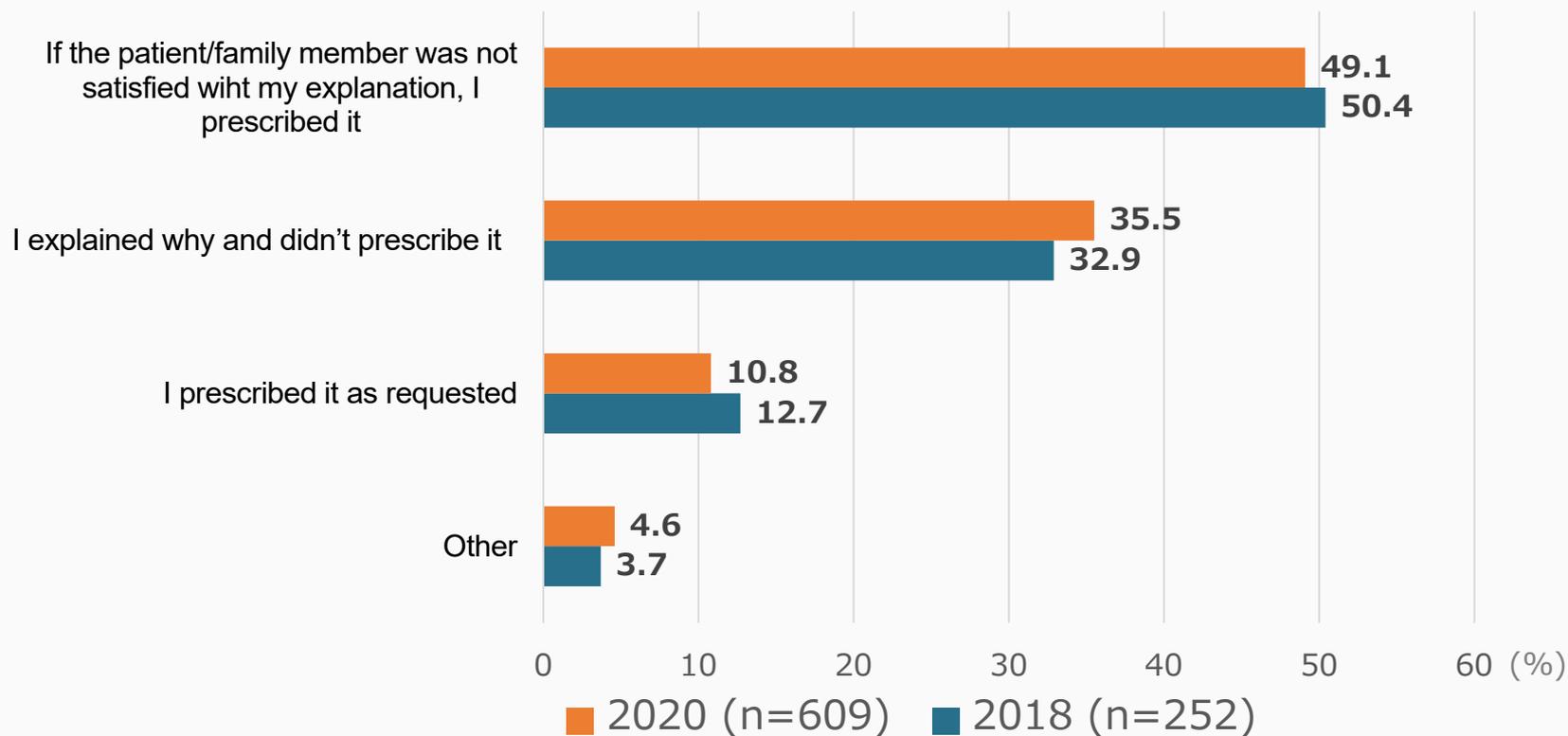
Awareness of appropriate use of antibiotics is gradually rising among clinic doctors

Reason why clinic doctors prescribed antibiotics for the common cold



Need to Improve both public and healthcare professionals' awareness and understanding

What would you do when a patient or family member diagnosed with the common cold requests an antibiotics?



Senryu [humorous poem] AMR Grand Prize winners



1st annual contest



3rd annual contest



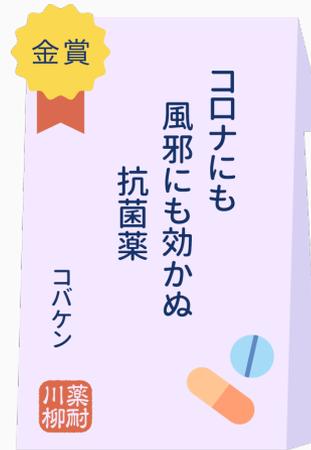
5th annual contest
(General public)



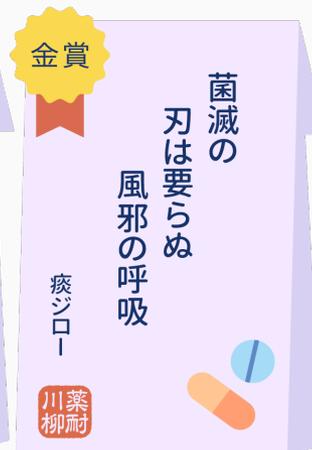
5th annual contest
(Medical personnel)



2nd annual contest



4th annual contest
(General public)



4th annual contest
(Medical personnel)

Educational efforts and changes in attitudes

- We promoted Public Awareness-raising activities and education and training on AMR of healthcare provider.
- There are few major changes in public knowledge and understanding of AMR, but awareness of AMR should gradually become rising.
- Awareness of AMR and appropriate use of antibiotics is gradually rising among healthcare provider and their behaviors are gradually changing.
- We need to develop education and awareness of AMR tailored to the target audience for the future.