



Shorter. Safer. Better.

Pledge Campaign to Increase Uptake of Shortest Effective Durations of Antimicrobial Therapy

The authors report no conflicts of interest.
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Background

Patients often receive longer-than-needed antimicrobial treatment for common infections, when a shorter duration would be equally effective. To promote use of evidence-based durations, the University of North Carolina Medical Center's (MC) Carolina Antimicrobial Stewardship Program (CASP) developed best practices (BPs) in 2020 to inform prescribing at its 950-bed academic medical center. CASP conducted a signature pledge campaign to encourage nurses, pharmacists, prescribers, and allies to know, use, and share BPs.

Methods

CASP developed a pledge form on a password-protected MC intranet site. Participants selected way(s) to "action" their pledge from a pre-filled list. CASP delivered coordinated messages to nurses, pharmacists, prescribers, and allied groups using multiple platforms: tiered safety huddles, leadership meetings, MC news, email, social media, and the CASP website over a 35-day campaign period (October-November 2021) that culminated with Antibiotics Awareness Week.

Measures of campaign effectiveness included:

- Number of pledgers;
- Intranet views of BPs;
- Reported awareness and use of BPs by pledgers at the time of pledge (baseline) and in a 90-day post-campaign survey (February 2022). The follow-up electronic, two-question survey asked which pledge actions were fulfilled. Survey responses were cross-tabulated by role and analyzed using descriptive statistics.

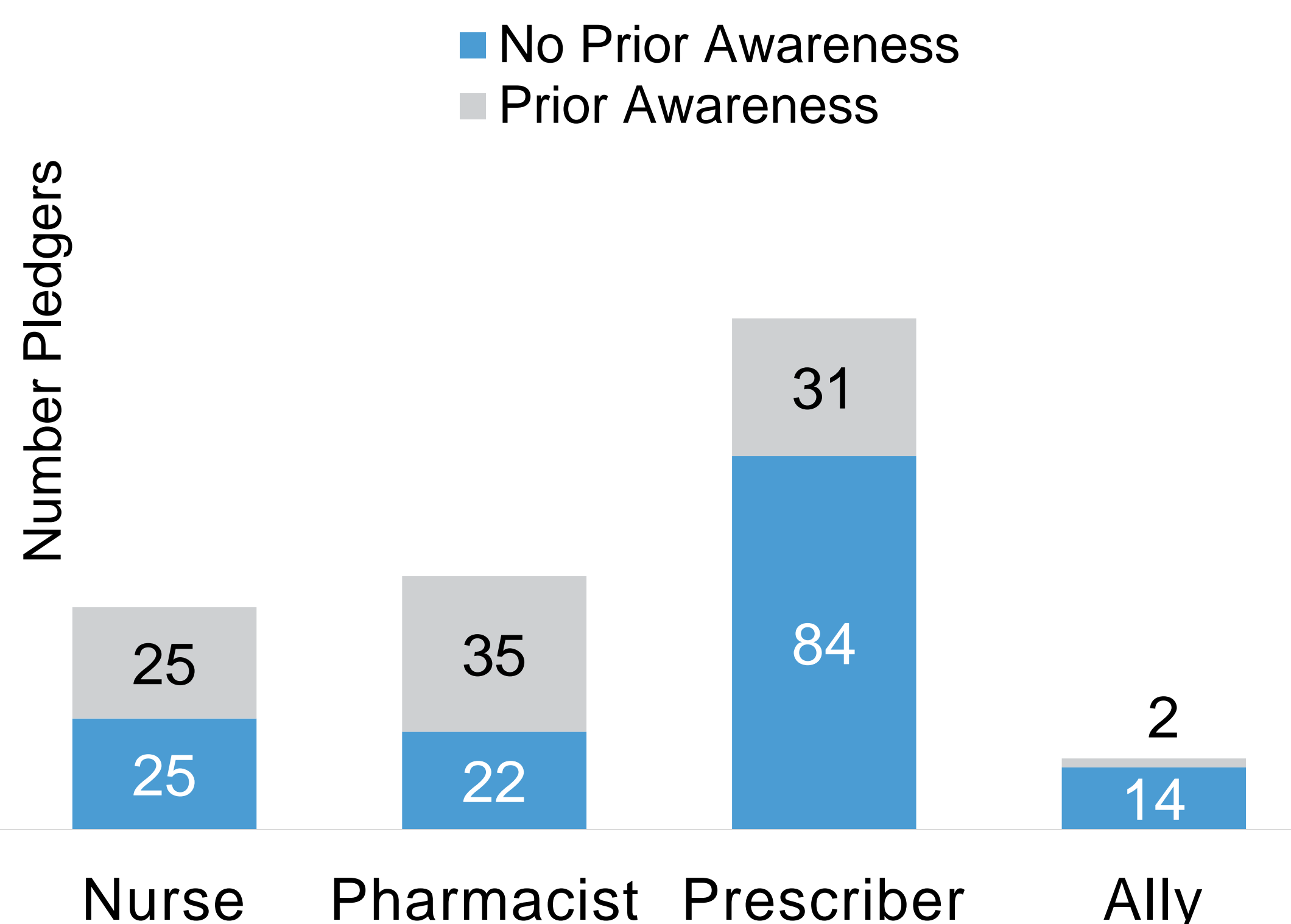
Roles included prescribers (physicians and Advanced Practice Providers), nurses, pharmacists, and "ally" (non-licensed staff).

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Results

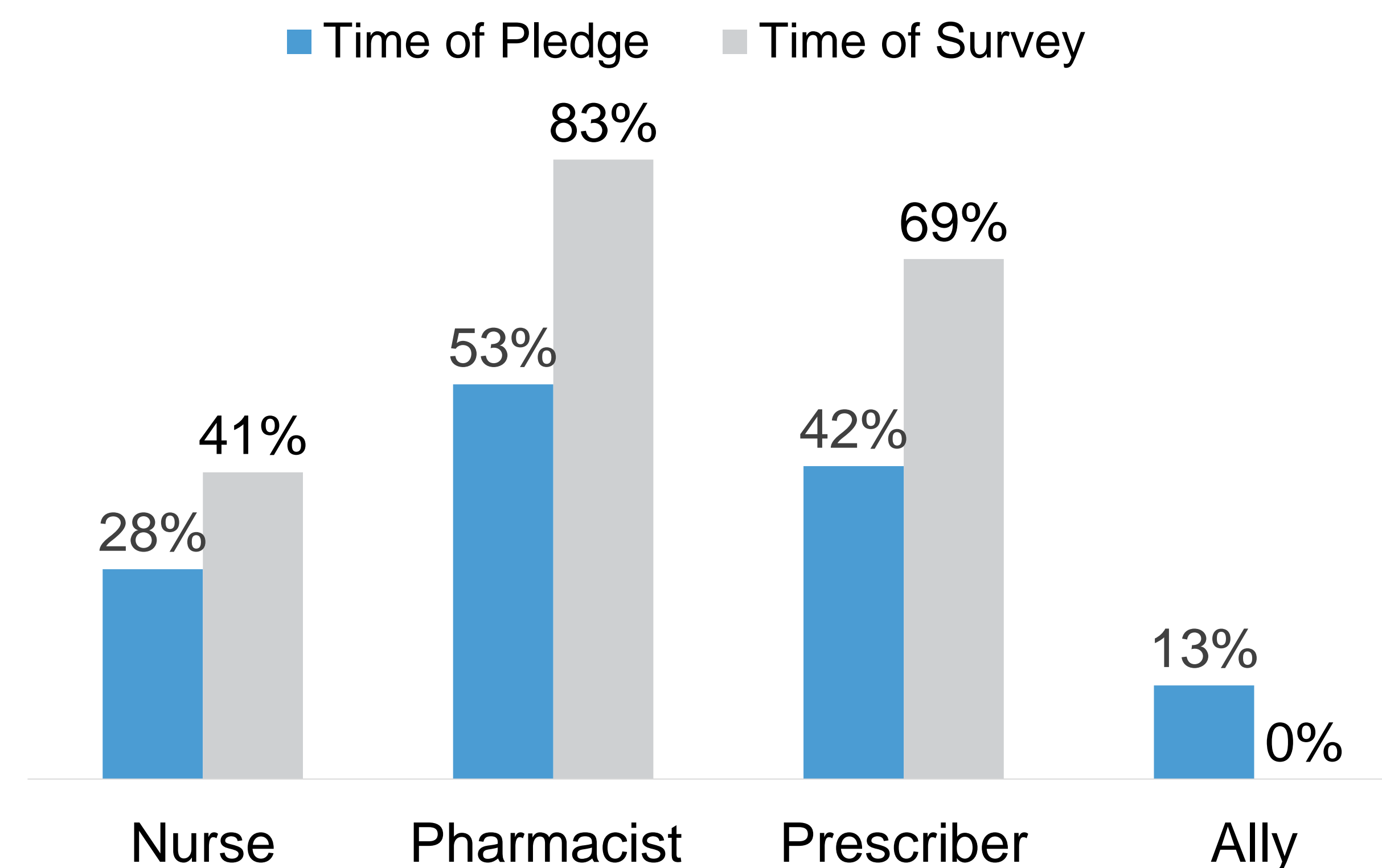
- 238 staff took the pledge; 116 (49%) responded to the 90-day post-campaign survey.
- The BPs page was viewed 323 times during campaign, compared to 153 total pre-campaign views.
- At baseline, 39% of all pledgers indicated prior awareness of BPs.
 - Among prescribers, 73% had no prior awareness of BPs.
- In the 90-day post-campaign survey, all 115 prescriber respondents were aware and 69% reported using BPs since pledging.

Figure 1. Awareness of Best Practices at Time of Pledge



- In the 90-day survey, 84% of respondents reported taking at least one action to support BPs.
- The most common action reported by role were: Nurses, patient education(36%); Pharmacists, identifying too-long durations for query (78%); Prescribers, BP use and patient education, 60% each.
- Prescribers' BP use increased 66% from baseline. 90 days post-pledge, all groups except allies reported increased use of BPs since pledging.

Figure 2. Use of Best Practices at Time of Pledge and 90-Days Post-Campaign



Conclusions

- A signature pledge campaign is a no-to-low cost way to increase awareness and uptake of the shortest, evidence-based durations of antimicrobial therapy.
- The pledge campaign increased intranet views of the BPs and reported awareness and use of BPs, particularly among prescribers. However, campaigns including individual outreach may be more successful.
- Further analysis is needed to demonstrate actual impact of BPs on durations of therapy for common infections.

Pledge, adapted from Antibiotic Guardians¹



Tailor your pledge commitments based on your role (select one):

- Prescriber Nurse Pharmacist Ally

Sign the Pledge

I, First Name Last Name, Degree(s) or Credentials with Service Line or Department
pledge to preserve antibiotics and do what is best for my patients by incorporating the shortest appropriate duration of antimicrobials into my practice.

I will further action this commitment by (select as appropriate):

Any role

- I will add the pledge link to my email signature.
- I will take the pledge and encourage prescribers in my service line to do the same.
- I will educate patients and families on the importance of shorter durations of antimicrobials.

Prescribers

- I pledge to treat infections with the shortest effective duration of therapy.
- I will ensure all prescribers in my service line know where to find the best practices for antimicrobial durations.

Nurses

- Every time I see an antibiotic prescription that has continued beyond seven days without specified duration, I will highlight this to the prescriber or pharmacist.

Pharmacists

- I will check that antibiotic prescriptions are aligned with the best practices and query those that do not.

Work email address:

Were you aware of the UNCMC Durations of Antimicrobial Therapy Best Practices before seeing Shorter. Safer. Better. information?

- Yes No