

# Prescribing Newsletter

Making the most of medicines, Special Edition

World AMR Awareness Week (WAAW)

18 –24 November 2025



## Welcome to the special WAAW Edition

The theme for [World AMR Awareness Week \(WAAW\) 2025](#) (click for campaign materials) is “**Act Now: Protect Our Present, Secure Our Future.**” which underscores the urgent need for bold, coordinated, cross-sectoral action to address AMR, a growing global threat that is already affecting our health, food systems, environment and economies. AMR is not a distant challenge; it is a present danger that demands immediate, sustained action.

Antibiotics aren't



always the answer.

Many everyday infections get better on their own. Misusing antibiotics, without the advice of a health worker, makes them less effective when we really need them.



World AMR Awareness Week 2025  
Act Now. Protect Our Present.  
Secure Our Future.



## MOT'ea [TARGET Training](#) 20th Nov 1-3pm

- During World AMR Awareness Week we will be holding a *Train the Trainer session*. This forms part of the PMOS for 2025/26 as well as being a really good update session on antimicrobial stewardship. It will be highly useful to all prescribers and people involved in recommending or reviewing antimicrobials.
- Attendance for the full 2 hours is mandatory for those practices signed up to the AMS PMOS and will allow you to deliver accredited TARGET training within your own practice a CPD certificate will be provided by TARGET for attendance of TARGET training.

The 1st hour will cover: TARGET antibiotic training workshop and a CPD certificate of attendance.

The 2nd hour will cover: TARGET toolkit train the trainer workshop- attendees of this workshop will become an accredited TARGET trainer and will leave the training equipped to deliver a TARGET antibiotic training workshop to their practice for the PMOS element.

## Join the Antibiotic Guardian community.

Make your Antibiotic Guardian pledge here: <https://www.antibioticguardian.com>

We are pleased to announce that this is now available in five languages, please share these links with colleagues and patients:

Urdu - <https://antibioticguardian.com/urdu/>

Mandarin - <https://antibioticguardian.com/mandarin/>

Polish - <https://antibioticguardian.com/polish/>

Punjabi - <https://antibioticguardian.com/punjabi/>



World AMR Awareness Week

18 - 24 November 2025



SCAN (South Central Antimicrobial Network) guidelines on the Eolas platform questionnaire

# Please complete the SCAN (South Central Antimicrobial Network) Survey



Scan the QR code or use the link  
[SCAN \(South Central Antimicrobial Network\) guidelines on the Eolas platform questionnaire – Fill in form](#)  
[SCAN \(South Central Antimicrobial Network\) guidelines on the Eolas platform questionnaire](#)

Many thanks in advance for completing the survey, it takes under 5 minutes.

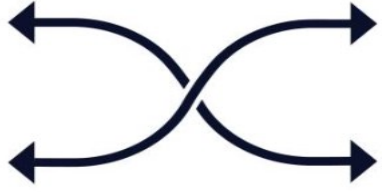
## How to access the SCAN guidelines on Eolas

- Either
1. On your desktop: The guidelines can be accessed directly [HERE](#), (registration required)
  2. On your phone/tablet: The Eolas Medical app is available to download free from the App store (Apple) or Google Play (Android). Search for **Eolas Medical**
- Step 1: Download the App and  
Step 2: Scan the QR code, below

Once the user agreement has been reviewed you will be asked to create an account profile. Enter your e-mail. As many other ICBs and hospital Trusts use this platform for antimicrobial guidance, 'SCAN antimicrobial guidelines' will need to be selected from the list of guidelines available. Do not select the acute Trust that you are usually associated with as those will be the acute Trust guidelines. Complete other boxes as appropriate. Then click 'Submit'.



Scan to access SCAN



Doctors would need to treat around  
**5000**  
children with unnecessary antibiotics for earache to prevent 1 case of mastoiditis (bony infection)

Just one antibiotic course can change the good bacteria for up to a year in children taking antibiotics for coughs, sore throat or earache

## Keeping antibiotics working for those in need

Common illnesses such as coughs, ear ache and sore throats don't usually need treating with antibiotics, children will get better without taking unnecessary medication. Signpost parents to [Home :: Frimley HealthierTogether](#) .

Read the Antibiotic prescribing in children—top tips here: [Antibiotic prescribing in children – top-tips :: Frimley HealthierTogether](#)

Read the correctly applying penicillin allergy labels in children here: [Correctly applying penicillin allergy labels in children :: Frimley HealthierTogether](#)

## NHS Oversight Framework 2025-26: % children (0-9 years) prescribed an antibiotic in the past 12 months– progress to date

Antibiotic prescriptions for children in primary care in England have risen sharply since the COVID-19 pandemic. The Royal College of General Practitioners (RCGP) says the rising rate of antibiotic prescribing is largely a result of temporary changes to prescribing thresholds during the group A streptococcus outbreak.

Before the COVID-19 pandemic, approx. 29% of children in Frimley aged under ten years received an antibiotic annual, which by January 2023 increased to 41% and stayed around that level to March this year.

Since March this year steady progress has been made in reducing antibiotic use in children, and there has been an reduction from 30 practices in January 25 to 15 practices in August 25, who are over the 27% or less target in Frimley. If you are one of those practices, congratulations and well done! However all practices have seen a reduction in %, so please keep the good work up.

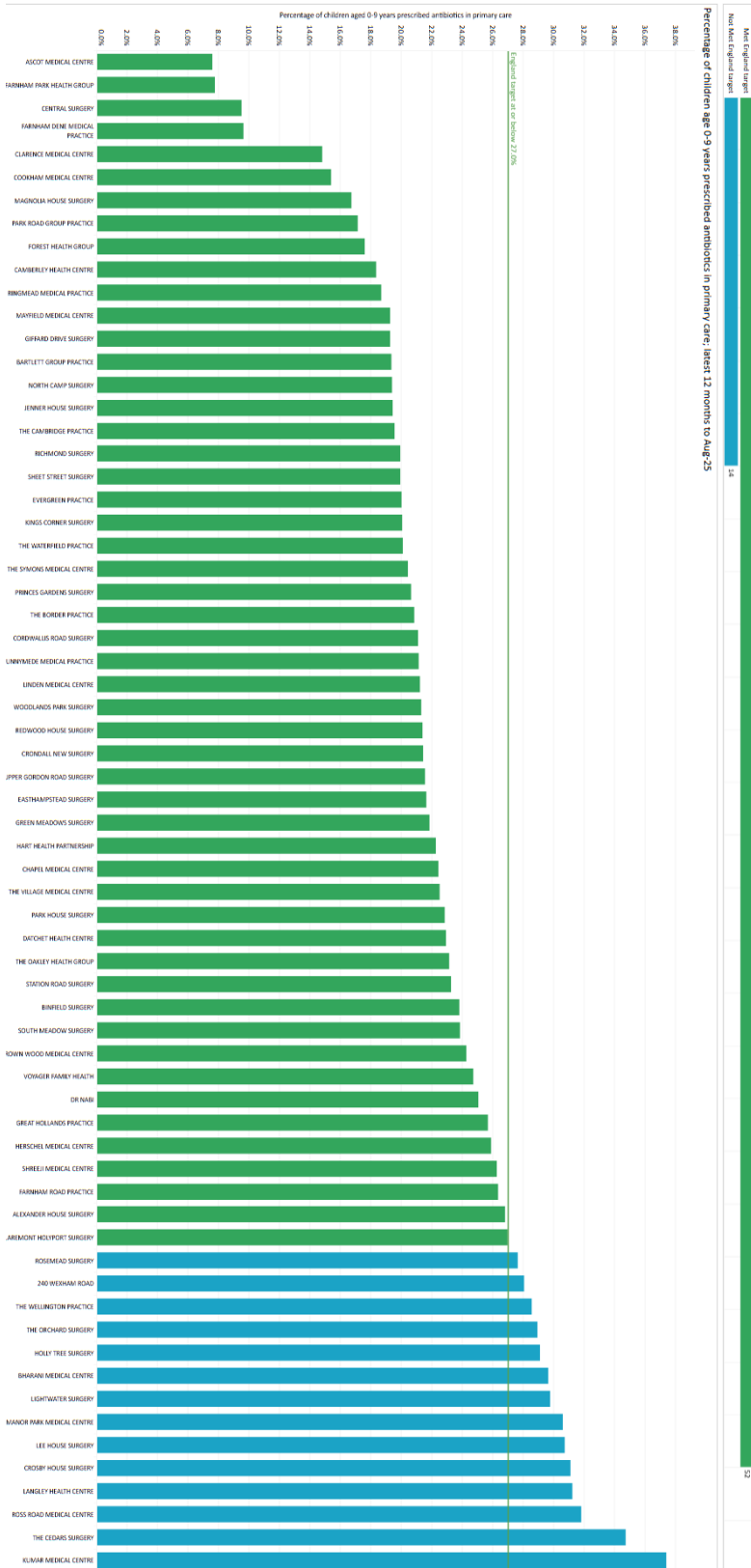


### Understanding of the benefit–risk balance of antibiotics in children

Emerging evidence suggests that antibiotic exposure before a child’s second birthday is associated with an increased risk of developing long-term immune-related conditions, including asthma and allergies, as well as impaired intellectual development and being overweight.

Gerhard T, et al. Early Childhood Antibiotics and Chronic Pediatric Conditions: A Retrospective Cohort Study. *The Journal of Infectious Diseases*. Published online April 16, 2025. doi:[10.1093/infdis/jiaf191](https://doi.org/10.1093/infdis/jiaf191)

Aversa Z, Atkinson EJ, Schafer MJ, et al. Association of Infant Antibiotic Exposure With Childhood Health Outcomes. *Mayo Clinic Proceedings*. 2021;96(1):66-77. doi:[10.1016/j.mayocp.2020.07.019](https://doi.org/10.1016/j.mayocp.2020.07.019)



NHS Oversight Framework 2025-2026 ICB performance dashboard: children prescribed antibiotics in primary care

Percentage of children age 0-9 years prescribed antibiotics in primary care; latest 12 months to Aug-25

Met Required target Not Met Required target

Required target at or below 27%

### Key actions:

- Effective/successful consultations that address parent/carer concerns and expectations
- Communicate and be explicit about the expected duration of symptoms (how long it will take 90% of children to feel better)
- Provide verbal and written safety netting advice e.g. from Frimley Healthier Together. Use the Parent information sheets on:
  - Bronchiolitis
  - Cough/colds (under 1’s and over 1’s)
  - Otitis media
  - Rhinosinusitis
  - Tonsillitis/sore throat
- Signpost parents to Frimley Healthier Together website for additional support, the website is available in different languages.
- Use no antibiotic or the back up antibiotic approach and code (evidence show parents still satisfied with a back-up prescription)
- If you prescribe antibiotics, advise parents/carers that the symptoms will likely last longer than the antibiotic course

## UKHSA's Keep Antibiotics Working Campaign - Andi Biotic

In spring 2025, UKHSA piloted a campaign aimed at engaging young adults (18–34) on the correct use of antibiotics. Research shows this group is more likely to misuse antibiotics, including taking them for colds and flu, saving leftovers, or not following medical advice – all of which contribute to antimicrobial resistance (AMR).

To tackle this, UKHSA created Andi Biotic, a new character designed to highlight these behaviours in a humorous and memorable way. The campaign was delivered primarily through UKHSA's social media channels.

Phase two of the campaign will launch in November 2025 during World AMR Awareness Week (WAAW).

Available in various languages please [share campaign resources](#) (sign-in/ registration required) with your practice networks (videos, posters, leaflets, social media assets).



Thank-you.

### Ardens Templates to support recording of infection presentations.

Templates are located in the **Ardens Live Toolset > Clinical Templates** folder. They may be accessed within the patient record by;

- Click on the Run Template option within the consultation.
- Click on the Add > Data using Template option outside of a consultation.
- Clicking on either of the options above will display the Template Picker screen.
- Search for the template you require using search box provided or via the navigation pane. Select the template and click on **OK**.

Alternatively, you can launch the template using the [Template Launcher](#). Once you have launched the template. Complete the template using the required fields and ensure you save the information, using the **Save** option. If using the template via the Run Template option within an open consultation, you will also need to click Save to save the consultation.

Templates available:

- ⇒ **Acute cough** - a template to record symptoms of an acute cough, any red flags present and when to consider a fast-track referral. The management page helps with decisions on prescribing antibiotics, considering pneumonia and COVID. There is a quick entry page that GPs may find useful to enter information in a quick, concise way.
- ⇒ **Otitis externa** - history, symptoms and examination details can be recorded on this template, as well as diagnosis, management plan and referrals.
- ⇒ **Otitis media** - this template allows full presentation details to be recorded, as well as management plan, prescribing, referrals, follow up and safety netting.
- ⇒ **Rhinitis template** - this template allows for the noting of history, examination findings, investigations and management of the condition, as well as any onward referral. There are several links to resources, both for patients and for healthcare professionals.
- ⇒ **Sinusitis** - the condition of sinusitis is defined in this template, which allows the user to fully document the patient's history and symptoms, along with management plan and referrals.
- ⇒ **Sore throat + tonsillitis** - this template allows the user to record the assessment of patients who present with acute sore throat symptoms. This template has links to Government guidance on Scarlet Fever and Invasive Group A Strep, and a link to the NHSE GAS Interim Clinical Guidance December 2022. There is a section on the Management page to record suspected scarlet fever and related details.

