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## DHEC Health Update

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### **Get Smart: Know When Antibiotics Work Campaign October 5-11, 2009 “Because sometimes the best medicine is no medicine.”**

This Health Update contains information for Healthcare Providers about the DHEC “Careful Antibiotic Use (CAUse)” Project ([www.scdhec.gov/sccause](http://www.scdhec.gov/sccause)) and the CDC “Get Smart Know When Antibiotics Work” campaign <http://www.cdc.gov/getsmart>. Antibiotic resistance has been called one of the world’s most pressing problems. To increase awareness about the problem and promote judicious use of antibiotics, DHEC is participating in “Get Smart: Know When Antibiotics Work Week”, October 5-11, 2009. See the DHEC and CDC websites for providers and the public.

#### **Healthcare Providers:**

Judicious prescribing of antibiotics for children and adults with common upper respiratory infections (pharyngitis, bronchitis, otitis media, sinusitis, and the common cold) will significantly reduce the amount of antibiotics used to treat viral infections. Clinicians are encouraged to read the information for the pediatric Treatment Guidelines for Upper Respiratory Tract Infections on this website <http://www.cdc.gov/getsmart/specific-groups/healthcare-providers.html>. Adult Treatment Guidelines for URIs are also available on the website. Providers will receive additional information on antibiotic resistance through the fall and winter season. The website also contains continuing education opportunities.

#### **Community Campaign:**

- All County libraries, all Children’s Museums (Greenville, Columbia, Hilton Head, Charleston, and Myrtle Beach) and all County Health Departments will receive posters announcing the Get Smart campaign. These posters contain the key messages to include:
  - antibiotics do not fight viral illnesses like colds
  - taking antibiotics for colds can be harmful and can make future infections harder to treat
  - inappropriate use of antibiotics may lead to unnecessary and sometimes dangerous side effects
  - good hand hygiene is one of the best ways to keep from getting sick and spreading illnesses
  - encouraging parents to talk to their child’s healthcare provider to find the best treatment for their sick child
  - the CDC and DHEC websites for more information.

**All County library branches will receive The Little Elephant with the Big Earache books**, purchased with CDC Get Smart grant funds.

- The book and parent guide messages are consistent with the American Academy of Family Physicians, American Academy of Otolaryngology-Head and Neck Surgery and American Academy of Pediatrics Subcommittee on Otitis Media With Effusion Clinical Practice Guidelines for “watchful waiting” for Otitis Media with effusion <http://pediatrics.aappublications.org/cgi/content/full/113/5/1412#SEC7>.
- The parent guide outlines appropriate palliative measures to comfort a sick child, discourages demanding antibiotics when the physician deems them unnecessary, and gives practical guidelines on when to call the physician.

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