



WP 4 Deliverables

- 1. Preparing patient interventions**
- 2. Media campaigns**



Patient interventions

April 2007: 1st presentation of brochure and poster

June-August 2007: text revision; final version signed by Sigvard Mölstad

Sept-Nov 2007: official English version signed by L Bjerrum and S Mölstad; regional translations



Patient interventions

Dec 2007: 1st lay-out version discussions

Spring 2008: Off-prints

Sept 2008: distribution of 200 copies per participating doctor (approx. 125 000 copies)



Contents

Virus or bacteria?

Antibiotics - an important type of medicine

Common cold

Sore throat

Influenza, the “Flu”

Sinusitis

Acute Otitis Media (AOM) / Ear Infection

Bronchitis



**Effects of Media campaigns?
– Search in Feb-March 2008 in**

Best available evidence in:

**AMED, CINAHL, Cochrane Library,
EMBASE, Global Health, Medline,
PsycINFO**



Effects of Media campaigns? – Search in Feb-March 2008 in

Findings: 3 useful articles

Medline	= 2
CINAHL	= 0
PsycINFO	= 0
Cochrane	= 1 review + the 2 in Medline

CINAHL data base

Population

7 885

Antibiotics

48

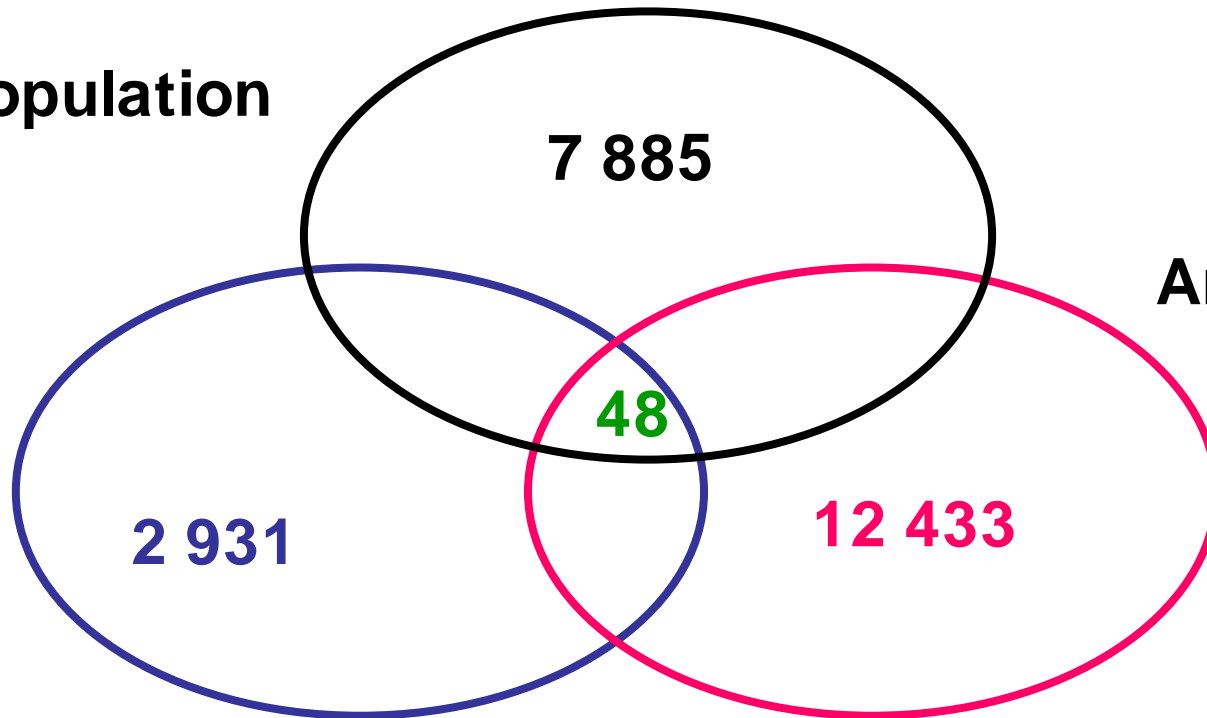
2 931

12 433

Media campaigns

Reviewed: 10 out of 48

Useful: 0



PsycINFO data base

Population

111 163

Antibiotics

2 668

74 623

168 423

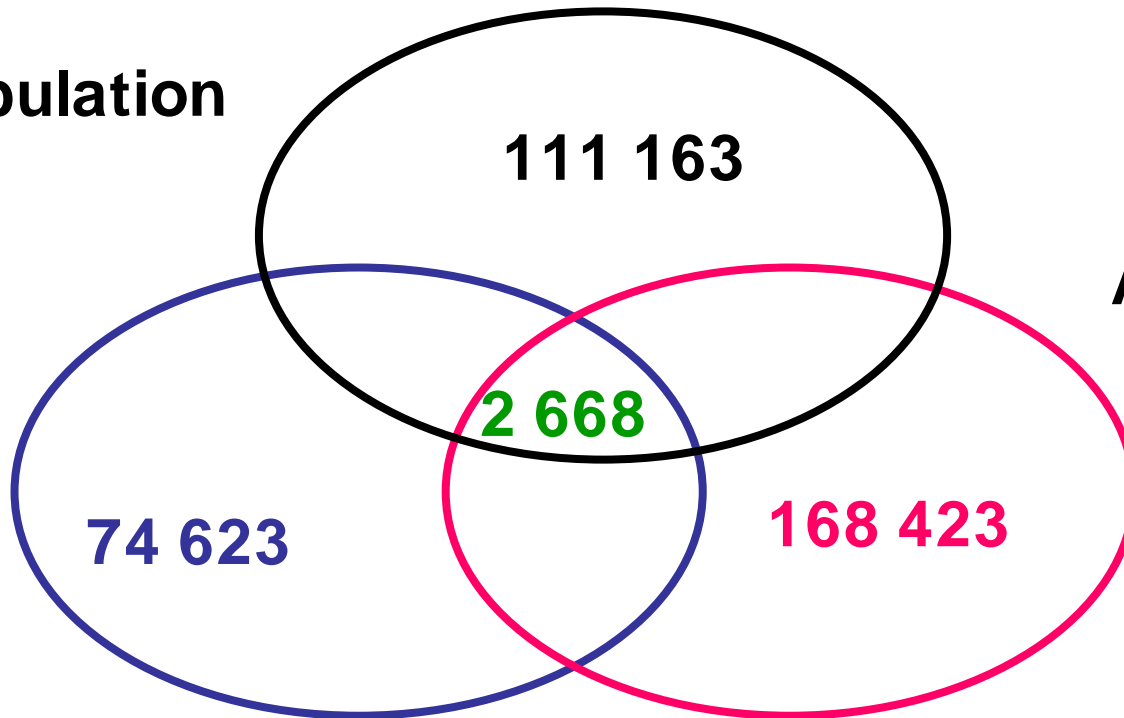
Media campaigns

Systematic reviews/

Meta analysis: 24

Reviewed: 3 out of 24

Useful: 0



Medline data base

Population

26 001

Antibiotics

11

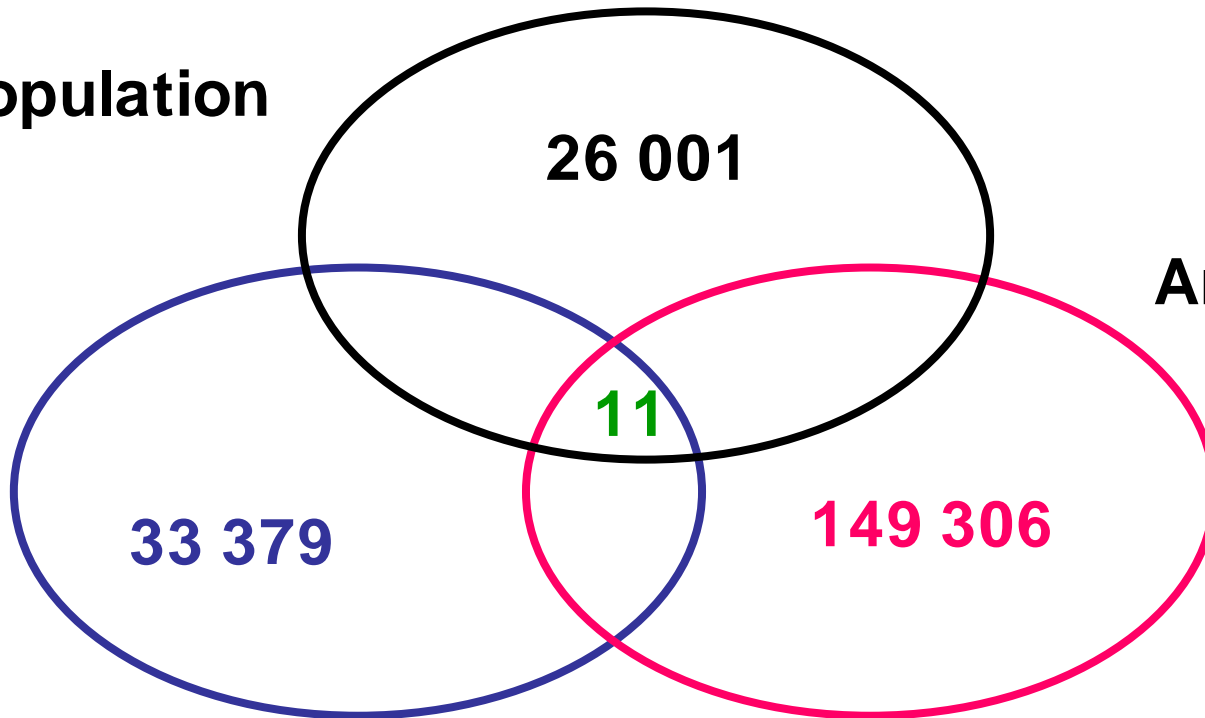
33 379

149 306

Media campaigns

Reviewed: 11

Useful: 2





Will mass media campaigns influence the use of antibiotic drugs for respiratory drug infections?

Conclusion

“Given the lack of good controlled studies, our conclusions are based on the few good studies we have found. The quality of the studies differs, making it problematic to evaluate their conclusions. Our appraisal of the current support for mass media campaigns’ effect on promoting appropriate use of antibiotics shows that there is *limited scientific evidence* to advocate this.”



Will mass media campaigns influence the use of antibiotic drugs for respiratory drug infections?

Perz et al. Changes in antibiotic prescribing for children after a community-wide campaign. JAMA 2002;287:3103-9

Multifaceted educational intervention

Prescription of antibiotics to children up to the age of 15 were decreased by 11% in the intervention county



Will mass media campaigns influence the use of antibiotic drugs for respiratory drug infections?

Lambert et al. Can mass media campaigns change antimicrobial prescribing? A regional evaluation study. J Antimicrob Chemother 2007;59:537-43

Retrospective study of two consecutive winter campaigns including TV, radio, posters, printed material. Intervention population with matched groups controlling for demographic and socio-economic factors

Small but significant decrease in prescription of antibiotic drugs



Will mass media campaigns influence the use of antibiotic drugs for respiratory drug infections?

Grilli et al. Mass media interventions: effects on health services utilisation. Cochrane Database Syst Rev 2002, Issue 1. Art: No.: CD000389.

Performed a general analysis of media campaigns

Covered studies published up to 1999, but is currently updated

Of the 20 studies found, 19 concluded that mass media was effective. Grilli et al. showed that this was not always confirmed. Mass media campaigns may encourage a more effective use of health services