

## Added value by carrying out the work at European level

As antibiotic resistance may spread across borders, countries with a high prevalence of resistant bacteria may serve as a source of bacterial resistance for countries with a low prevalence. Therefore, bacterial resistance is an important issue with a potential serious impact on all European countries. International efforts are needed to counteract its emergence.

The project is proposed by 15 partners from 5 European countries and 2 INCO countries. Each partner has solid local as well as European experience with improvement of the quality of the primary health care. By aggregating this experience, knowledge and competences at regional and European level, a powerful insight and constellation of resources which could not be established at national level will be procured. Furthermore, all partners are involved in national projects, which will bring added value to the HAPPY AUDIT project.

The objective of the proposal represents a trans-national issue which could only be addressed at European level. The analysis could only be made at European level because broad experiences from different regions are decisive to fully understand the effect of different intervention activities.

The project will result in several additional added-value points:

- The APO results will be available for future **media campaigns** at local and European level.
- The results will be available to the **educational sector**. This type of distribution in the educational community ensures that the message has a deep impact on the young generation.

At the same time the intervention will have a strong visual potential that will make it appealing to people at all levels. The ambition is to create a differentiated teaching material that is suited for the different age groups.

- P01 RUPO (DK) will show examples on **best practice** and how GPs will benefit from intervention activities. They will underline the message that there are barriers to overcome, but that the changing of behaviour towards prudent use of antibiotics will lead to a healthier society. In this way the intervention will create goodwill, understanding and backing for the public.