The e-Bug Project
Implementation

The Russell Hotel
3rd – 4th September 2009
● Aims of implementation
● Identifying stakeholders
● Ideas for implementation
● Examples from Portugal, France, Belgium
● Poster viewing for further inspiration & discussion
Avoid overuse and misuse of antimicrobial agents

Through:

- raised awareness of resistance
- proper prescription
- good patient compliance
- the value of hygiene
- the impact of vaccination

These are all covered in e-Bug
e-Bug aim

- To reach as many European 9-11 and 12-14 year olds with the pack & website as we can
Stakeholders

- Brainstormed at Research meeting
- List completed by Associate partners

- Ministry of Health
- Ministry of Education

Endorsed pack in all AP countries
Use of endorsement by Ministries of Health and Education

- Use Ministry logos on packs
- Send copy of endorsement letters to schools with packs
- Seek endorsement to use as H1N1 pandemic flu resource in schools to reduce transmission and increase understanding of role of vaccination
- Through AMR leads promote at EU Antibiotic Awareness Day – Donna has developed pamphlet
Reaching the teachers

- Contact science teacher networks
- Teacher training networks
- Use other stakeholders to distribute packs
- Meeting presentations, programme adverts, promotional stands
- Articles in teachers magazines
- Flyer / phamplet to schools
- Pack to schools promoting resources for H1N1 flu
Other stakeholders

- School inspectors and education authorities
- School doctors and nurses
- School librarians
- The media around swine flu and EAAD
- Public health training networks and meetings
- Science shows
- Community outreach projects, holiday camps!
Journal of Antimicrobial Chemotherapy
Impact factor 4.3

Supplement in February

- Introduction from ECDC or DG Sanco
- Research findings
- Development of e-bug pack
- Development of e-bug games
- Qualitative evaluation of pack
- Evaluation of games
- Web-logs
- Implementation in each country
- Use around EAAD
- Some pack / website antibiotic activities

Research article for EAAD evaluation results

Please consider during poster viewing

We will discuss later
The e-Bug Project