Why are we involved in the e-Bug project?

Public Health England are responsible for leading on four components of the 2013 Department of Health UK 5 Year Antimicrobial Resistance Strategy. e-Bug will contribute to fulfilling the following components:

- Improving infection prevention and control practices
- Optimising prescribing practice
- Improving professional education, training and public engagement
- Strengthening international collaboration

How have we implemented e-Bug in England?

Endorsement from the Department of Health and the Department of Education has been key to increasing the dissemination of e-Bug.

Hard copies of e-Bug packs were sent to all schools.

e-Bug has been promoted via the PHE website during outbreaks and around health campaigns.

The interactive e-Bug science road show has been delivered in schools and at science festivals across the UK. This only reached a small audience but increased recognition by stakeholders.

Challenge

Increasing use in schools with no set curriculum
- Promote via Schools Council UK and the Society for General Microbiology
- Promote at the Association for Science Education annual meeting and other teacher conferences
- Newsletter to schools
- Survey through Schools Council UK and the website

Recognition in the Public Health arena
- Stand at the PHE annual conference and flyer in the delegate pack
- Present work at meetings
- Continue awareness of projects at the Department of Health
- Work with PHE child health leads

What challenges have we faced and how have we overcome them?

Challenge

Recognition in the Public Health arena
- Stand at the PHE annual conference and flyer in the delegate pack
- Present work at meetings
- Continue awareness of projects at the Department of Health
- Work with PHE child health leads

What do we want from e-Bug in the future?

We are creating a teacher focus group to advise on the development of new resources and the promotion of e-Bug to schools.

We are producing a detailed weblogs report, which will allow us to understand how the website is being used and how we can improve it.

We are developing a peer education workshop in collaboration with Environmental Health Departments.

e-Bug broke a Guinness World Record on Global Handwashing Day for the largest simultaneous hand hygiene lesson plan at multiple venues. This was very successful and we gained media attention.

e-Bug supports European Antibiotic Awareness Day by running competitions for teachers and students. These have only been successful when promoted strongly by the Department of Health.