

# STRATEGIES TO REDUCE ANTIBIOTIC OVERUSE IN PRIMARY CARE: PUBLIC COMMITMENT MESSAGING

## ANTIMICROBIAL STEWARDSHIP STRATEGY DESCRIPTION



Public commitment messaging can include **posters and audio or video messages** in the clinic indicating your professional commitment to judicious antibiotic use.

## RESOURCES & HOW TO INCORPORATE INTO PRACTICE

[Choosing Wisely Canada's Public Commitment Poster](#) is designed to be displayed in waiting rooms and is available in several languages.<sup>2</sup>



- **Consider automated phone messages indicating:**  
*"Clinicians in this practice do not prescribe antibiotics for infections which usually get better on their own such as colds and flu..."*<sup>3</sup>

## IMPACT ON ANTIMICROBIAL USE



An RCT found that outpatient clinics displaying poster-sized commitment letters with clinician photographs and signatures had a decrease in inappropriate antibiotic prescribing for acute respiratory infection when compared to clinics without such posters.<sup>1</sup>

Another RCT found that although public commitment posters were not associated with reduced antibiotic use, automated telephone antimicrobial stewardship messaging led to a decrease in antibiotic prescribing.<sup>3</sup>



**UP TO  
20%  
Absolute  
reduction**

**in inappropriate antibiotic prescribing with public commitment posters.**

### References

1. Meeker D, Knight TK, Friedberg MW, Linder JA, Goldstein NJ, Fox CR, et al. Nudging guideline-concordant antibiotic prescribing: a randomized clinical trial. *JAMA Intern Med.* 2014;174(3):425-31. Available from: <https://doi.org/10.1001/jamainternmed.2013.14191>
2. Choosing Wisely Canada. Using antibiotics wisely [Internet]. Toronto, ON: Choosing Wisely Canada; 2022 [cited 2022 Sep 19]. Available from: <https://choosingwiselycanada.org/primary-care/antibiotics/>
3. Sallis A, Bondaronek P, Sanders JG, Yu L-M, Harris V, Vlaev I, et al. Prescriber commitment posters to increase prudent antibiotic prescribing in English general practice: a cluster randomized controlled trial. *Antibiotics.* 2020;9(8):490. Available from: <https://doi.org/10.3390/antibiotics9080490>