

# Precious Drugs & Scary Bugs



[www.tinyurl.com/drugsandbugs](http://www.tinyurl.com/drugsandbugs)

# Campaign Implementation Guide

*Updated 3/10/16*



The purpose of this document is to provide outpatient health care facilities participating in the Precious Drugs and Scary Bugs Campaign with key campaign information and materials to support their antibiotic stewardship efforts. It contains resources for engaging facility staff and enhancing provider-patient communication.

Participating facilities are recognized on IDPH’s website [here](#). Click [here](#) to view the organizations that IDPH is collaborating with to plan and implement campaign activities.

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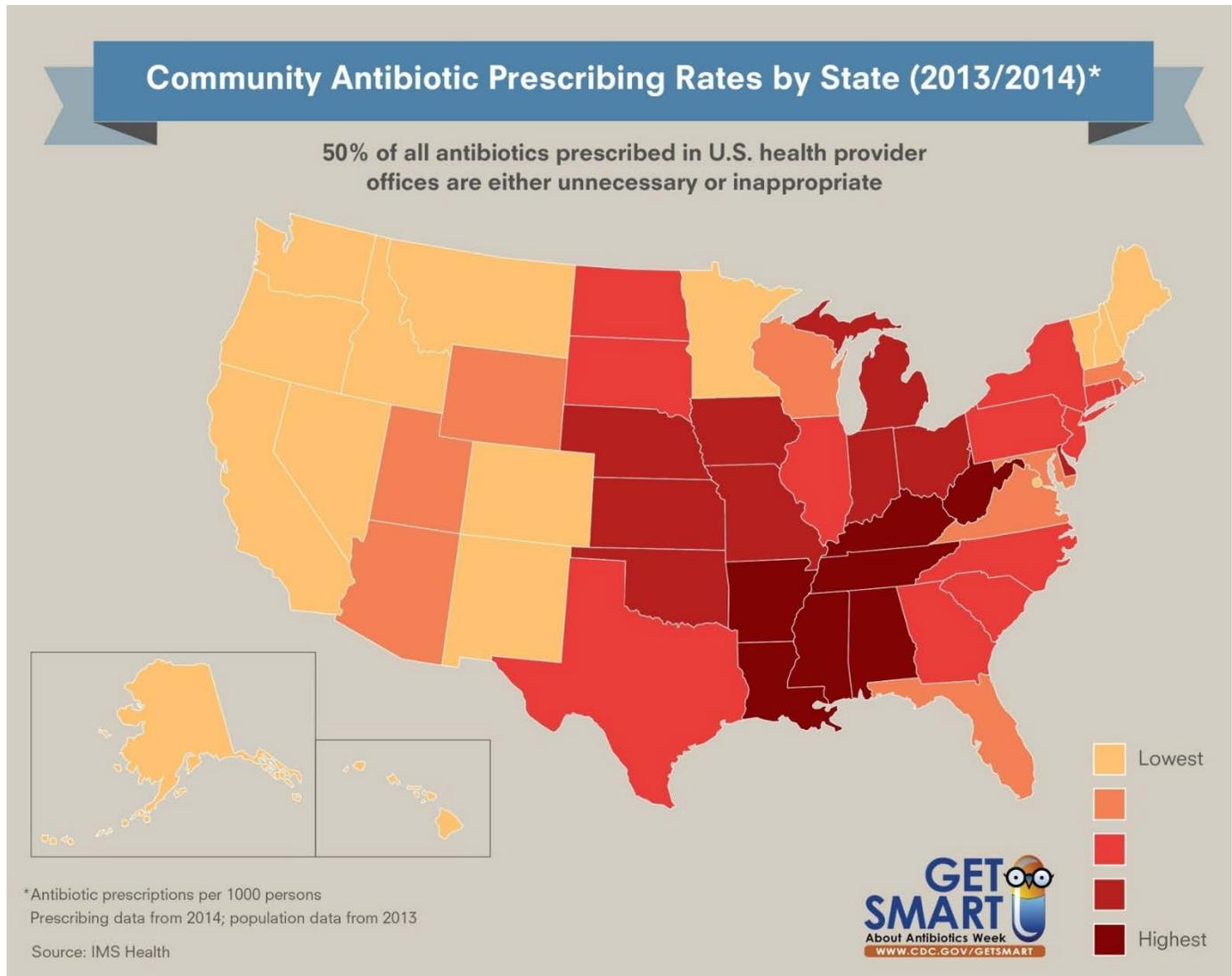
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## The Need



### Key U.S. Statistics

- Most antibiotic expenditures are associated with outpatient care. In 2009, outpatient settings accounted for \$6.5 billion in antibiotic expenditures, representing about 61.5% of all U.S. health care expenditures on antibiotics.
- Approximately 50% of antibiotic prescriptions written in the outpatient setting are unnecessary.
- Each year, more than five prescriptions are written for every six people in the U.S.
- Local outpatient prescribing practices contribute to local resistance patterns.

<http://www.cdc.gov/getsmart/community/programs-measurement/measuring-antibiotic-prescribing.html>

<http://www.pewtrusts.org/en/research-and-analysis/fact-sheets/2015/11/variation-in-outpatient-antibiotic-prescribing-in-the-united-states>

Dear Colleague,

The Illinois Department of Public Health (IDPH) Division of Patient Safety and Quality invites your outpatient facility to participate in the **Precious Drugs & Scary Bugs Campaign**. This statewide initiative aims to promote appropriate use of antibiotics, increase health care provider and patient knowledge related to antibiotic resistance and appropriate antibiotic use, and provide resources to support clinicians in improving antibiotic prescribing, particularly for acute respiratory infections (ARIs) evaluated in outpatient settings.

Each year, tens of millions of antibiotics are inappropriately prescribed for viral ARIs in the outpatient setting and about 1.1 billion dollars are spent on unnecessary adult ARI prescriptions.<sup>1</sup> Inappropriate antibiotic prescribing drives the evolution of bacteria resistant to antibiotics and undermines the ability to treat common infectious diseases. Ensuring the appropriate use of antimicrobials is among the key actions needed to fight antimicrobial resistance.

Enrollment in the **Precious Drugs & Scary Bugs Campaign** signals your facility's commitment to judicious antibiotic prescribing. Provider participation in the campaign involves:

- Completion of brief pre/post surveys.
- A public pledge to prescribe antibiotics judiciously by displaying a poster-sized letter in exam room that states provider commitment. IDPH will provide a template for this purpose.
- Participation in educational offerings (e.g., webinar(s) developed based on provider need).

In addition, we ask that facilities track data on provider antibiotic prescribing for ARI visits, to augment your facility's quality improvement activities. We encourage your facility to share a summary of this data with IDPH to help us assess campaign impact and inform our quality improvement efforts (See FAQ document).

Please review the campaign materials provided for more information and share with providers at your facility. **If you are interested in having your facility participate in the campaign, please take a few minutes to complete a Facility Interest Form (<http://tinyurl.com/Fac-signup>) to get started.**

We will be glad to hold a conference call or webinar with you and your group to answer any questions. If helpful, we are also happy to participate in an on-site meeting, as logistics permit. Please address any questions to Suzanne Williams ([Suzanne.Williams2@Illinois.gov](mailto:Suzanne.Williams2@Illinois.gov)). We look forward to working with you to help fight the threat of antibiotic resistance!

Sincerely,



Erica Runningdeer, MSN, MPH, RN  
HAI Prevention Coordinator  
Division of Patient Safety and Quality

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<sup>1</sup> Centers for Disease Control and Prevention, [http://www.cdc.gov/getsmart/healthcare/factsheets/hc\\_providers.html](http://www.cdc.gov/getsmart/healthcare/factsheets/hc_providers.html)

## Timeline of Activities

### Month 1

#### Facility Point of Contact

- Complete [Facility Commitment Form](#)\*
- Review [Tip Sheet](#) on maximizing facility participation in the campaign

### Months 1-3

#### Health care Providers

- Complete [Provider Commitment Form](#) to indicate dedication to judicious antibiotic prescribing (5 min)\*
- Complete [Baseline Survey](#) on practices related to antibiotic prescribing (15 min)\*

#### Facility Point of Contact

- Send [provider photos and names](#) to IDPH to customize commitment poster. Posters will be shipped in 2 weeks.
- Review [Tip Sheet](#) on maximizing utility of commitment poster

### Months 2-12

#### Health care Providers

- Review [Tip Sheet](#) on maximizing utility of commitment poster
- Optional: Participate in educational programs
- Complete **Follow up Survey**. This will be sent in late Spring/early Summer 2016\*

#### Facility Point of Contact:

Track antibiotic prescribing as a quality improvement activity, and use the [template](#) provided to report summary data to IDPH. The data will be used to evaluate the campaign and no facility-specific data will be reported.

*\* Commitment forms and surveys may be completed online or on paper*

#### IDPH will:

- Organize educational programs as needed
- Provide patient education brochures and symptomatic relief prescription pads. Supplies are limited. To request these materials, please email [Suzanne.Williams2@illinois.gov](mailto:Suzanne.Williams2@illinois.gov)
- Share summary of campaign findings and lessons learned with participating facilities

## Frequently Asked Questions

### 1. What is the Precious Drugs & Scary Bugs Campaign?

The Illinois Department of Public Health (IDPH) Division of Patient Safety and Quality has initiated the **Precious Drugs & Scary Bugs Campaign** to promote judicious antibiotic use (i.e., antibiotic stewardship) across the state. The campaign is funded through a cooperative agreement with the Centers for Disease Control and Prevention (CDC) and aims to:

- Increase health care provider and patient knowledge related to antibiotic resistance and appropriate prescribing for acute respiratory infections (ARIs);
- Provide resources to support health care providers in improving antibiotic prescribing, particularly for ARIs evaluated in outpatient settings; and
- Increase coordination and exchange of antibiotic stewardship best practices among stakeholders.

### 2. Why does IDPH have a campaign on appropriate antibiotic use?

Antibiotics are often overused or misused across the health care spectrum. Among office-based physicians, approximately 75% of all antibiotics prescribed are for ARIs for which antibiotics are rarely indicated.<sup>2</sup> Antibiotic use drives an increase in resistant pathogens. The White House, CDC, and others have identified fighting antibiotic resistance as a national priority; this will require promoting judicious use of antibiotics.

### 3. Who is the target audience for the campaign?

The **Precious Drugs & Scary Bugs Campaign** currently targets health care providers practicing in outpatient settings (e.g., primary care clinics, community health centers, health plans, and urgent care clinics). If your outpatient facility is interested in participating in the campaign, please e-mail [Suzanne.Williams2@Illinois.gov](mailto:Suzanne.Williams2@Illinois.gov). In the future, the campaign will also target the general public.

### 4. How long is the campaign and what are the activities and time commitment?

The campaign is currently funded through July 2016 and will be a multi-year effort depending on funding.

Campaign activities require minimal amounts of time, as indicated below.

- Campaign sign-up:
  - **Facility commitment form (~ 5 minutes, online)**: Completed by the leader of each practice/facility (e.g., Medical Director) to help IDPH coordinate logistics
  - **Provider commitment form (~ 5 minutes, online)**: Completed by individual providers
- **Baseline & follow-up survey (10-15 minutes each, online)**: Completed by individual providers
- **Display of personalized poster in exam room**: IDPH will coordinate with facility point of contact to personalize the poster template with provider photos and names. A proof of the poster will be sent to the facility point of contact for approval. We ask that proofs are evaluated carefully because posters cannot be reprinted due to errors. Once approved, posters will be shipped in approximately 2-3 weeks.
- **Optional: participate in educational webinars (45-60 minutes each, online)**: If needed and based on provider feedback, IDPH will host webinars related to appropriate antibiotic usage.

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<sup>2</sup> <http://www.cdc.gov/getsmart/campaign-materials/about-campaign.html>



## 5. What is the commitment poster all about?

The campaign includes the use of a public commitment poster to be placed in examination rooms. This poster-sized commitment letter indicates provider commitment to prescribe antibiotics judiciously and features the provider's photograph and name. IDPH has a template (in English and Spanish) and will work with facilities to customize.

Use of personalized public commitment posters tested in a randomized control trial resulted in a 19.7% decrease in inappropriate antibiotic prescribing for ARIs in participating outpatient primary care clinics.<sup>3</sup> This low-cost approach has great potential to enhance quality improvement efforts around antibiotic use.

## 6. What resources or support will IDPH provide?

In addition to providing commitment posters and educational webinars (when needed), we can provide:

- **Patient education materials:** We welcome requests for resources for your patient population.
- **Presentation support:** We can provide your facility with presentation templates on appropriate antibiotic use. When feasible, we can also give presentations on appropriate antibiotic use.

## 7. Is there a cost for the campaign?

At this time, IDPH is covering poster printing costs. Due to limited funds, facilities that plan to track and report antibiotic prescribing will be prioritized. Please notify us if your organization can print its own posters.

## 8. What types of data will IDPH collect?

Changes in health care provider knowledge, attitudes, and practices around antibiotic use will be measured via a pre-/post-survey. To assess prescribing levels, IDPH encourages participating facilities to track their antibiotic prescribing data as part of the facility's quality improvement efforts. We encourage facilities to share summary data with IDPH, for campaign evaluation, using a simple campaign reporting template.

Facilities are also encouraged to liaise with health plans to track their performance on the [Healthcare Effectiveness Data and Information Set \(HEDIS\)](#) measures of care related to appropriate antibiotic use.

These are part of the [Centers for Medicare and Medicaid Services Meaningful Use Stage 2 Electronic Health Record Incentive Program](#):

***\*Appropriate testing for children with pharyngitis (NQF 0002, CMS146v3, PQRS 66):*** Percentage of children two to 18 years of age who were diagnosed with pharyngitis, prescribed antibiotics, and received group A streptococcus (strep) test for the episode.

***\*Appropriate treatment for children with URI (NQF 0069, CMS154v3, PQRS 65):*** Percentage of children three months to 18 years of age who were diagnosed with ARI and were not dispensed an antibiotic prescription on or within three days after the episode date.

***\*Avoidance of antibiotic treatment in adults with acute bronchitis (NQF 0058, PQRS 116):***

Percentage of adults ages 18-64 years diagnosed with acute bronchitis who were not dispensed an antibiotic prescription.

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<sup>3</sup> Meeker et al. (2014). Nudging guideline-concordant antibiotic prescribing: A randomized clinical trial. *JAMA Internal Medicine*, 3, 425-431.

## **CAMPAIGN SIGN UP**

### ***Facility Point of Contact***

- Facility Commitment Form
- Tip Sheet: Maximizing Facility Participation in the Campaign

### ***Health Care Provider***

- Provider Commitment Form
- Provider Baseline Survey



# Facility Commitment Form

Thank you for your interest in the Precious Drugs & Scary Bugs Campaign, an initiative launched by the Illinois Department of Public Health (IDPH). This campaign aims to promote appropriate use of antibiotics, particularly for acute respiratory infections (ARIs) evaluated in outpatient care settings. Campaign activities include completing a baseline and follow-up survey, displaying a personalized commitment poster, participating in educational offerings, and tracking antibiotic prescribing.

**IDPH asks that your facility make a public pledge to prescribe antibiotics for ARIs judiciously.** This means that your facility will display posters indicating provider commitment to prescribe antibiotics for ARIs only when needed. The campaign team will work with your facility’s point of contact to customize the commitment poster template with the photos and names of providers of your facility/practice, for placement in exam rooms. The commitment poster is intended to help educate patients and facilitate provider-patient discussions around appropriate antibiotic use. **Please check the box below to indicate that your facility agrees to make this commitment:**

Yes, my facility/practice will make a public pledge to judicious antibiotic prescribing for ARIs.

Please provide information about the facility signing up for the campaign. To sign up more than one facility, please photocopy this form or fill out an electronic version at <https://www.research.net/r/pbsdmeddirectorinterestform>.

### Facility Information

Facility Name:

City:

Zip Code:

# of exam rooms:

# of providers (i.e., # of prescribers):

### Shipping Information for Poster

Attention To:

Street Address:

City & Zip:

1. Which of the following best describes this facility/practice?

- Urgent Care Clinic
- Emergency Department
- Family Practice Clinic
- General Internal Medicine Clinic
- Pediatric Clinic
- OB/GYN Clinic
- Federally Qualified Health Center
- Community Health Center (**NOT** a Federally Qualified Health Center)
- Other: \_\_\_\_\_



2. Does this facility currently monitor (i.e., track) its antibiotic use?
- Yes  
 No
3. If this facility currently monitors its antibiotic use, does it track any of the following metrics? Check all that apply.
- Appropriate testing for children with pharyngitis (NQF 002)  
 Appropriate treatment for children with upper respiratory infections (URI) (NQF 0069)  
 Avoidance of antibiotic treatment in adults with acute bronchitis (NQF 0058)  
 Other metrics on antibiotic utilization: \_\_\_\_\_
4. If this facility currently monitors its antibiotic use, are reports or feedback on antibiotic use shared with providers (i.e. prescribers)?
- Yes  
 No
5. Has this facility implemented any efforts, activities, or interventions related to improving the use of antibiotics?
- Yes, in the past  
 Yes, currently (please specify below\*)  
 No  
 Do not know
- \*Please briefly describe current efforts at this facility/practice related to improving the use of antibiotics.
6. May we identify this facility on the [IDPH website](#) as a campaign participant?
- Yes  
 No

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Please provide the information about the individual designated as the main point of contact for campaign correspondence and poster customization.

**Facility Point of Contact**

Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Does this individual (i.e. the facility point of contact) see patients at this facility/practice?

- Yes, at least 50% of the time  
 Yes, but less than 50% of the time  
 No

**Thank you for signing up for the Precious Drugs & Scary Bugs Campaign!**  
Please save and e-mail this form to [Suzanne.Williams2@Illinois.gov](mailto:Suzanne.Williams2@Illinois.gov).

## Tip Sheet for Facility Leadership / Facility Point of Contact: Maximizing Facility Participation in the Campaign

### 1. Use email template below to notify providers at the facility.

**Goal:** Encourage completion of provider commitment form (<5min) and baseline survey (15 min). The survey elicits information on provider educational needs and facilitates campaign evaluation.

**Template (modify as needed):**

[Facility name] is participating in the Precious Drugs & Scary Bugs Campaign, a statewide initiative to promote appropriate use of antibiotics in outpatient health care settings. Led by the Illinois Department of Public Health, the campaign aims to increase health care provider and patient knowledge related to antibiotic resistance and appropriate antibiotic use, and provide resources to support outpatient clinicians in improving antibiotic prescribing, particularly for acute respiratory infections.

Our facility's participation in the campaign will entail use of posters displayed in exam rooms that indicate providers' commitment to judicious antibiotic prescribing; the posters will be customized with providers' photos and names. Providers will also complete pre-/post- surveys and may choose to participate in educational offerings. *If applicable:* To inform our antibiotic stewardship efforts, [Name of facility] will also be tracking antibiotic prescribing for [specify condition(s), e.g., acute respiratory infections].

**As a next step we ask each clinician (i.e., prescriber) to complete a brief commitment form and baseline survey ([online](#) or using attached form) in the next two weeks.** To learn more about the campaign, please visit [www.tinyurl.com/drugsandbugs](http://www.tinyurl.com/drugsandbugs)

### 2. Provide an overview of the campaign at clinic/staff meetings.

Let providers and staff know about the campaign and your facility's participation. Consider including information on antibiotic resistance and appropriate antibiotic use in a presentation to providers and clinical staff. Email [Suzanne.Williams2@illinois.gov](mailto:Suzanne.Williams2@illinois.gov) for a modifiable presentation template.



### 3. Track your facility's antibiotic prescribing.

- Share summary data with IDPH using the [Excel template](#) provided.
- Provide timely and meaningful feedback on antibiotic prescribing for high priority conditions to providers.
- Compare feedback to expected behaviors and recommendations regarding antibiotic prescribing and provide credible evidence supporting these recommendations.
- Celebrate providers who are "high-performers" through established communication lines such as e-mail, bulletin boards, newsletters, or team meetings.



# Provider Commitment Form

Dear Health Care Provider,

The Illinois Department of Public Health (IDPH) Division of Patient Safety and Quality has invited your outpatient facility to participate in the Precious Drugs & Scary Bugs Campaign. This statewide initiative aims to increase appropriate use of antibiotics, particularly for acute respiratory infections evaluated in the outpatient setting.

Campaign participation entails:

- Campaign sign-up
  - Facility interest form: completed by the leader of each facility/practice (e.g., Medical Director)
  - Provider commitment form: completed by individual providers at participating facilities
- Baseline and follow-up survey: completed by individual providers at participating facilities
- Display of personalized commitment poster in exam rooms
- *Optional:* facilities are also encouraged to track data on provider antibiotic prescribing. See FAQ document for more information.

**We ask that each individual provider (i.e., prescriber) at participating facilities complete a Provider Commitment Form online at <http://tinyurl.com/provsignup> or by emailing a completed form (below) to [Suzanne.Williams2@Illinois.gov](mailto:Suzanne.Williams2@Illinois.gov).**

1. To confirm your participation in the **Precious Drugs & Scary Bugs Campaign**, please provide your information below.

First name \_\_\_\_\_

Last name \_\_\_\_\_

E-mail address \_\_\_\_\_

2. What is your title? Select all that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> Medical Director   | <input type="checkbox"/> Physician Assistant          |
| <input type="checkbox"/> Midwife            | <input type="checkbox"/> Resident                     |
| <input type="checkbox"/> Nurse Practitioner | <input type="checkbox"/> Fellow                       |
| <input type="checkbox"/> Physician          | <input type="checkbox"/> Other (please specify) _____ |

3. What is the name of your primary care facility? *If you practice at more than one facility, please list the facility that is participating in the campaign. If more than one of the facilities where you practice is participating in the campaign, please list the facility where you practice more than 50% of your time.*

Facility Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, Zip code \_\_\_\_\_



## Provider Baseline Survey

We ask that each individual provider (i.e., prescriber) complete a short survey (< 15 minutes) regarding antibiotic resistance and antibiotic use in your primary care facility/practice. Your responses will help us identify how to support healthcare facilities in improving antibiotic prescribing and help us evaluate the Precious Drugs & Scary Bugs Campaign. We will NOT share any individual responses. Only summary (aggregate) results will be reported.

- **To complete the survey online, go to [www.tinyurl.com/provsignup](http://www.tinyurl.com/provsignup).** We strongly encourage completing the online survey in one sitting.
- **To download and complete a paper version of the survey click [here](#).**

Please send any questions or comments to [Suzanne.williams2@illinois.gov](mailto:Suzanne.williams2@illinois.gov) or call 312-768-6031.

Thank you,

Division of Patient Safety and Quality  
Illinois Department of Public Health

## COMMITMENT POSTER

- Commitment Poster Template
- Tip Sheet for Facility Leadership and Facility Point of Contact: Maximizing Utility of the Commitment Poster
- Tip Sheet for Health Care Providers: What To Do With the Commitment Poster

## Commitment Poster Template

### **Safe Antibiotic Use: An Important Message From Your Providers**

Dear Patient,

We want to give you some important information about antibiotics.

- ▶ **Antibiotics only fight infections caused by bacteria.**
- ▶ **Antibiotics will NOT help you feel better if you have a viral infection like:**
  - Cold or runny nose
  - Bronchitis or chest cold
  - Flu
- ▶ **If you take antibiotics when you don't really need them, they can cause more harm than good:**
  - You might feel worse
  - You can get diarrhea, rashes, or yeast infections
  - Antibiotics may NOT work when you really need them because antibiotics make bacteria more resistant to them. This can make future infections harder to treat.

**What can you do as a patient?** Talk with me about the treatment that is best for you. Follow the treatment plan that we discuss.

**As your healthcare provider,** I will give you the best care possible. I am dedicated to avoid prescribing antibiotics when they are likely to do more harm than good. If you have any questions, please ask me, your nurse, or your pharmacist.

Sincerely,



*Provider Name*



*Provider Name*



*Provider Name*



*Provider Name*

Facility Logo



**The best care  
is the right care.  
Only use antibiotics  
when needed.**

## Tip Sheet for Facility Leadership and Facility Point of Contact: Maximizing Utility of the Commitment Poster

### 1. Notify providers and staff that the posters have arrived

### 2. Hang poster prominently in examination rooms and elsewhere

During peak flu season (October to April), display the poster where it can be easily read by the patient and serve as a reminder to the provider during patient visits. Additional posters can be displayed in high traffic areas like waiting rooms.

### Example of ideal location



Poster is in clear view.

### Example of less desirable location



Cords obstructing view of the poster.

### Sample email template for notifying providers & staff

We are pleased to let you know that the commitment posters on judicious antibiotic use are here! As a reminder, this is part of our facility's participation in the [Precious Drugs & Scary Bugs Campaign](#). The posters have been customized with the photos and names of providers who practice at this facility and you will see them displayed in the examination rooms [list any additional locations].

[Name of Facility] is dedicated to using antibiotics wisely. We hope that you will find the poster useful in speaking with patients about antibiotic use. If you have any questions or feedback about the poster, please contact [insert name of individual].

## Tip Sheet for Healthcare Providers: What to Do With the Commitment Poster

### 2. Prepare for crucial conversations with patients.

- Review resources to build communication skills with patients, such as:
  - [Tips for talking to patients about viral respiratory infections](#)
  - [Choosing Wisely Patient Communication Modules](#)
    - Video Example: [Discussion with a patient who requests antibiotics](#)
- Role-play provider-patient conversations.

### 2. Talk to patients about appropriate use of antibiotics and explain how inappropriate use can be harmful.

Reinforce key messages on the commitment poster:

- Antibiotics only fight infections caused by bacteria.
- Antibiotics will NOT help you feel better if you have a viral infection like a cold, runny nose, or flu.
- If you take antibiotics when you don't really need them, they can cause more harm than good. For instance, you might feel worse, get diarrhea, rashes, or yeast infections. Also, each time people take antibiotics, they are more likely to carry resistant germs in their body.
- Assure patients that their bodies will fight viral illnesses that cause most ARIs



### 3. Encourage symptomatic treatment for viral syndromes.

A viral illness [prescription pad](#) can be used to indicate symptomatic relief for a viral illness diagnosis

## MONITORING

### *Facility Point of Contact*

- Track and report antibiotic prescribing



# Track and Report Antibiotic Prescribing

## 1. Use the [template](#) provided to report summary data to IDPH.

Facilities are encouraged to monitor their antibiotic prescribing as part of quality improvement efforts. To facilitate this activity and help IDPH evaluate the Precious Drugs & Scary Bugs Campaign, a simplified data reporting template was created. The template asks for facility-level summary information on antibiotic prescribing for:

- a. Acute respiratory tract infections (ARI) of multiple sites and sites not otherwise specified (ICD-9-CM 465.8 and 465.9; ICD-10-CM J06.9)
- b. Acute bronchitis and bronchitis not otherwise specified as acute or bronchitis (ICD-9-CM 466.x and 490.x; ICD-10-CM J20.9 and J40)

Facilities that are also tracking HEDIS measures listed below are encouraged to report them to IDPH. Data received will be aggregated across participating facilities; no facility-specific information will be reported.

## 2. Monitor performance on HEDIS measures.

The [Healthcare Effectiveness Data and Information Set \(HEDIS\)](#) is a performance measurement tool used by most health plans in the United States. HEDIS includes the following clinical quality measures related to antibiotic use that are also part of the [Centers for Medicare and Medicaid Services \(CMS\) Meaningful Use Stage 2 Electronic Health Record Incentive Program](#):

- *Appropriate testing for children with pharyngitis* ([NQF 0002](#), CMS146v3, PQRS 66)  
Percent of children ages 2 to 18 years who were diagnosed with pharyngitis, prescribed antibiotics and received group A streptococcus (strep) test for the episode.
- *Appropriate treatment for children with upper respiratory infection, URI* ([NQF 0069](#), CMS154v3, PQRS 65)  
Percent of children ages 3 months to 18 years who were diagnosed with URI and were not dispensed an antibiotic prescription on or within three days after the episode date.
- *Avoidance of antibiotic treatment in adults with acute bronchitis* ([NQF 0058](#), PQRS 116)  
Percent of adults ages 18-64 years diagnosed with acute bronchitis who were not dispensed an antibiotic prescription.

## 3. Give providers and staff feedback about the data

## RESOURCES

- Physician Communication Modules
- Fact Sheets & Videos
- Prescription Pads & Letters



# Resources

## Physician Communication Modules

Developed by Drexel University College of Medicine, these interactive modules are designed to enhance physician and patient communication and address patient attitudes and beliefs that more care is better care. The modules are based on medical society recommendations from the *Choosing Wisely* campaign.

1. **AAFP Module: Discussion with a Patient with Sinusitis who requests Antibiotics – 5 minute video:**  
[http://modules.choosingwisely.org/modules/m\\_02/videos/m02\\_1\\_sinusitis.html](http://modules.choosingwisely.org/modules/m_02/videos/m02_1_sinusitis.html)

For full module, visit: [http://modules.choosingwisely.org/modules/m\\_02/default\\_FrameSet.htm](http://modules.choosingwisely.org/modules/m_02/default_FrameSet.htm)

2. **AAP Module: Call with mother who is asking for antibiotics for her child with a URI – 5 minute video:**  
[http://modules.choosingwisely.org/modules/m\\_09/videos/m09\\_1\\_phoneMotherWantsAntibiotics.html](http://modules.choosingwisely.org/modules/m_09/videos/m09_1_phoneMotherWantsAntibiotics.html)

For full module, visit: [http://modules.choosingwisely.org/modules/m\\_09/default\\_FrameSet.htm](http://modules.choosingwisely.org/modules/m_09/default_FrameSet.htm)

## Fact Sheets & Videos

### Adults

- [Cold & Flu](#) – Choosing Wisely Campaign
- [Sinusitis](#) – Choosing Wisely Campaign
- [Treatment tips for cold, flu and bronchitis](#) – Massachusetts Medical Society
- [4 minute video: Get Smart About Antibiotics – For Patients and Parents](#) – CDC's Get Smart Campaign

### Parents

- [Ear infection](#) – Choosing Wisely Campaign
- [Runny nose](#) – CDC's Get Smart Campaign
- [Tips for speaking with a provider about antibiotics](#) – CDC's Get Smart Campaign

### Health Care Providers

- [Preserving the power of antibiotics](#) – CDC's Get Smart Campaign
- [4 minute Video: Get Smart About Antibiotics – For Healthcare Professionals](#) – CDC's Get Smart Campaign

## Prescription Pads & Letters

- [Prescription adherence tool](#) – CDC's Get Smart Campaign
- [Symptomatic relief prescription pad](#) – CDC's Get Smart Campaign
- [Daycare Letter](#) – CDC's Get Smart Campaign

For more information about the *Precious Drugs & Scary Bugs* Campaign, please visit the campaign [website](#). You may also contact [Suzanne.Williams2@Illinois.gov](mailto:Suzanne.Williams2@Illinois.gov) or [dph.dpsq@illinois.gov](mailto:dph.dpsq@illinois.gov).