

عنوان مقاله:

A process evaluation of the Isfahan Antibiotic Awareness campaign: developing engagement on antimicrobial resistance

محل انتشار:

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ABSTRACT
Background: Isfahan University of Medical Sciences led a campaign aiming to improve behaviors around the prudent use and wise prescription of antibiotics. This paper presents the process evaluation for the campaign to determine the impacts of the campaign for future campaigns.
Methods: The Isfahan Antibiotic Awareness campaign was held from 30 Nov till 6 December 2019 among two target populations; the general population and healthcare workers, by the participation of the Research chancellor, Health chancellor, University faculties, Research Centers, Medical council, Education organization, Isfahan Municipality, and Governorate, and Islamic Republic of Iran Broadcasting (IRIB). The device of this campaign was "Responsibility in prescription, awareness in use". In this campaign that was held in the main squares, streets, and hospitals, various educational methods were used to aware and sensitize the general population and medical staff about antibiotics and microbial resistance. These methods include face-to-face training, brochures, advertisement posters and billboards around the city, educational videos, social media, retraining for MDs and medical specialists, and interviewing and announcing in the Islamic Republic of Iran Broadcast. As well, the general population was asked five questions regarding antimicrobial resistance

knowledge. Results: ۲۲۰ general practitioners and medical specialists participated in two retraining educational conferences in Alzahra hospital. The general quality of the two conferences was three from ۴. Nearly ۲۰۰۰ of the general population were under face-to-face education. Among the participants who were receiving the face-to-face education program, ۸۳.۶% truly answered the questions which were evaluated the knowledge about antimicrobial awareness. Conclusions: This campaign was an excellent experience as a pilot study. Further works are required to improve engagement with the target population and determine whether this campaign had an impact on antibiotic consumption and prescribing behavior among the public and healthcare professionals.

کلمات کلیدی:

campaign, antibiotic resistance, behavior improvement, health promotion, public health

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