

NEVADANS FOR ANTIBIOTIC AWARENESS

Recognizing the urgent need to address the dangers posed by antibiotic resistance (AR), the Clark County Health District, in collaboration with Sierra Health Services and HealthInsight, formed the statewide organization, Nevadans for Antibiotic Awareness (NAA). The goal of NAA is to reduce the rate of AR throughout Nevada. In order to successfully meet this goal, the following four subcommittees were developed, each with its own objectives:

- Public Education Subcommittee: Conduct a broad public education campaign addressing prudent use of antibiotics.
- Provider Education Subcommittee: Educate providers through continuing medical education courses and distribution of prescribing guidelines.
- Infection Control Subcommittee: Increase adherence to infection control practices which have been proven effective, and identify factors that promote judicious antimicrobial use in medical settings.
- Surveillance Subcommittee: Develop a surveillance plan for tracking resistance rates and prescribing practices.

An Executive Committee was formed to coordinate the projects of NAA. Executive Committee members include representatives from the Clark County Health District, Sierra Health Services, Sunrise Hospital and Medical Center, Silver Hills Health Care Center, Nevada State Health Division, HealthInsight, and the University of Nevada, School of Medicine.

Over 50 organizations with 60 volunteers have contributed to the success of NAA. Some of NAA's accomplishments thus far include:

- Provider education packets were mailed to 1,352 family practice, pediatric, internal

medicine, emergency and pulmonary physicians in Nevada.

- Informational materials and brochures were mailed to all 660 licensed childcare facilities.
- TV and radio commercials were aired in English and Spanish throughout Nevada.¹
- A one-hour CME program was held for 125 participants with speaker Jerry Smilack, M.D., Infectious Disease consultant, Mayo Clinic, Scottsdale, AZ.
- Handouts were provided to all acute care facilities in Clark County for distribution at discharge, to patients identified as colonized with AR organisms, to prevent spread at home.
- Over 15,000 public educational brochures and posters were distributed to health care facilities throughout Nevada.
- Governor Kenny Guinn officially proclaimed the week of October 29, 2001 as Nevada Antibiotic Awareness Week.
- Boxes of Cold-Eeze zinc lozenges and public education brochures were mailed to 387 family practice clinics in Nevada.²
- Standardized patient transfer forms were developed for long-term care facilities, enabling receiving facilities to easily identify patients with AR.
- Conducted surveillance of antibiotic resistance rates for *Pseudomonas aeruginosa*, *Streptococcus pneumoniae*, VRE and MRSA.

NAA members have had numerous media interviews through newspapers, television and radio. Two half hour radio shows, hosted by Mr. Bob Fisher of Nevada Broadcasters Association, were aired recently throughout Nevada, discussing antibiotic awareness.

The Clark County Health District Office of Epidemiology would like to thank all of the volunteers and contributors who have made NAA a statewide success. Each subcommittee of NAA continues to address the problem of AR through various projects, but we can only meet our goal of reducing AR through conscientious providers using prudent prescribing practices.

If you would like additional information or educational brochures, please feel free to call Donna Riddle at (702) 383-1378, or Dr. Christine Petersen at (702) 242-7722.

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¹Virgen Advertising developed all commercials, posters, brochures, and bookmarks, pro-bono.

²Quigley Corporation donated 11,700 sample packets of Cold-Eeze zinc lozenges.

Please support NAA and remember our slogan:



**When You See Unusual,
Think Outbreak!
24-hour phone: (702) 383-1378**

SELECTED REPORTABLE DISEASES– MARCH 2002

Disease	Cases Reported		Year To Date	
	March 2001	March 2002	March 2001	March 2002
Campylobacteriosis	11	4	31	20
Coccidioidomycoses	2	3	7	6
E. coli O157:H7	0	0	0	1
Giardiasis	8	6	25	23
Hepatitis A	8	3	28	9
Hepatitis B	5	4	9	7
Legionellosis	0	0	1	0
Listeriosis	0	0	1	0
Measles	0	0	0	0
Meningitis, Aseptic/Viral	3	6	9	18
Meningitis, Bacterial	2	1	8	9
Meningococcal Disease	0	3	3	8
Mumps	0	0	0	0
Respiratory Syncytial Virus (RSV)	376	562	1067	1453
Rotavirus	31	63	246	190
Salmonellosis	10	10	34	41
Shigellosis	3	0	8	0