

**European Antibiotic Awareness Day (EAAD)
Technical Advisory Committee meeting**

22 - 24 May 2019
European Centre for Disease Prevention & Control (ECDC)
Gustav III:s boulevard 40, 169 73 Solna, Sweden

WEDNESDAY 22 MAY

- 12:20 Shuttle bus from Elite Hotel Carolina Tower to ECDC (bus leaves 12:30)*
- 13:00 Registration at ECDC*
- 13:20 Meeting room 562 (Koch)*
- 13:30 – 14:00 Welcome & tour de table**
Herman Goossens, Chairman, EAAD Technical Advisory Committee
- 14:00 – 14:30 ECDC evaluation of EAAD 2018**
Giovanni Mancarella, Group leader, Communication focal point for the antimicrobial resistance and healthcare-associated infections programme
Linda Elsert, EAAD Project manager 2019
Dominique Monnet, Head of Disease Programme, Antimicrobial Resistance and Healthcare-Associated Infections
- 14:30 – 15:00 Update from the European Commission**
Frederic Vincent, Media team leader, EAAD contact point 2019
Miruna Cugler, Information and communication officer, EAAD contact point 2018
- 15:00 – 15:30 Coffee break (social corner)*
- 15:30 – 16:00 Update from the WHO Regional Office for Europe on the World Antibiotic Awareness Week**
Stephanie Brickman, Senior communication consultant
Karin Wäfler, Technical officer
- 16:00 – 16:30 Presentation of the results of the "Survey of healthcare workers' knowledge & attitudes on antibiotic resistance"**
Diane Ashiru-Oredope, Project manager, Public Health England
- 16:30 – 17:00 Group discussions - based on the results and conclusions of the survey
- 17:00 – 17:30 Plenary discussion - based on the group discussions
- 18:00 Shuttle bus from ECDC to the Elite Hotel Carolina Tower (bus leaves at 18:15)*
- 19:30 Dinner at Elite Hotel Carolina Tower*

THURSDAY 23 MAY

- 08:00* *Shuttle bus from Elite Hotel Carolina Tower to ECDC*
- 08:50* *Meeting room 922/923 (Semmelweis)*
- 09:00 – 09:15 **Welcome & plan for the day**
Herman Goossens, Chairman, EAAD Technical Advisory Committee
- 09:15 – 10:00 **Behaviour change strategies to improve prudent use of antibiotics – why is changing health-related behaviour so difficult?**
John Kinsman, Expert social and behaviour change communication, ECDC
- 10:00 – 10:30* *Coffee break*
- 10:30 – 12:00 Working groups - translating behavioural theories into action to address antibiotic prescribing
- 12:00 – 13:00 Plenary discussion - translating behavioural theories into action to address antibiotic prescribing
- 13:00 – 14:00* *Lunch*
- 14:00 – 16:00 **Workshop on social media strategy – presentation of principles of social media planning, target audiences, content development, social listening, analysis and results**
The activity will include case presentations and on-site exercises
Tobias Lundqvist, Adam Horne, facilitators, Berghs School of Communications
- 16:00 – 16:15* *Coffee break*
- 16:15 – 17:00 Workshop on social media strategy (continued)
- 17:00 – 17:30 **Social media listening**
Laura Alonso, Communication officer, European Union Joint Action on Antibiotic Resistance and Healthcare-associated Infections (EU-JAMRAI)
- 17:30 – 17:45 Plenary discussion – social media strategy
- 18:15* *Shuttle bus from ECDC to the Elite Hotel Carolina Tower*

FRIDAY 24 MAY

- 08:00* *Shuttle bus from Elite Hotel Carolina Tower to ECDC*
- 09:00* *Meeting room 922/923 (Semmelweis)*
- 09:00 – 09:15 **Welcome & plan for the day**
Herman Goossens, Chairman, EAAD Technical Advisory Committee
- 09:15 – 10:45 **e-Bug: fun games & teaching resources about microbes & antibiotics**
Clodna McNulty, Public Health England
- 10:45 – 11:15* *Coffee break*
- 11:15 – 11:45 **EAAD 2019**
Linda Elsert, EAAD Project manager 2019, ECDC
Dominique Monnet, Head of Disease Programme, Antimicrobial Resistance & Healthcare-Associated Infections, ECDC
- 11:45 – 13:15 **Roundtable: National activities marking EAAD/WAAW**
- 13:15 – 13:30 **Conclusions & next steps**
Herman Goossens, Chairman, EAAD Technical Advisory Committee
- 13:30 – 14:30* *Lunch*