

# Antibiotic Awareness Social Media Toolkit

The Kansas Department of Health and Environment, in partnership with the Kansas Healthcare Collaborative, created these graphics and sample posts to help you raise awareness about proper uses of antibiotics. Posts can be customized to include your antibiotic-related information. Hashtag suggestion: #UseAntibioticsWisely



## 1. Antibiotics don't work on viruses (two text options)

Taking antibiotics when they are not needed can actually hurt your health. It exposes you to adverse drug reactions and it increases your risk of getting a future infection that resists antibiotic treatment. Learn more: <https://www.cdc.gov/drugresistance/about/5-things-to-know.html>. #UseAntibioticsWisely

Antibiotics don't work for all infections. They only work on bacteria, NOT on illness caused by viruses, such as COVID-19 or flu. Be antibiotics aware and do your part to #UseAntibioticsWisely.

## 2. Overuse & misuse

Appropriate prescribing and use of antibiotics — in people, pets and livestock — is a One Health goal that requires collaborative effort. Spread the word and do your part to #UseAntibioticsWisely and fight antibiotic resistance! Learn more: [https://www.cdc.gov/drugresistance/about.html#anchor\\_1534540593926](https://www.cdc.gov/drugresistance/about.html#anchor_1534540593926)

## 3. Green doesn't mean you need antibiotics (two text options)

Colored mucous isn't always a sign of an infection, and the same is true for symptoms like cough, sore throat, earaches or fever. While some people with these symptoms will need antibiotics, most will get better without antibiotics. Learn more: <https://www.cdc.gov/antibiotic-use/community/for-patients/common-illnesses/index.html>. #UseAntibioticsWisely

Being antibiotics aware is knowing that antibiotics aren't needed for viral infections such as COVID-19 and the flu. Learn more: <https://www.cdc.gov/antibiotic-use/community/for-patients/common-illnesses/index.html>. #UseAntibioticsWisely

## 4. Use as instructed

Fighting antibiotic resistance is everyone's responsibility. Studies show perceived patient expectations can lead to antibiotic prescriptions when they may not be effective — contributing to the growing antibiotic resistance problem. Learn more: <https://www.cdc.gov/antibiotic-use/community/for-patients/common-illnesses/index.html>. #UseAntibioticsWisely

## 5. Misuse causes longer hospital stays & higher death rates

Every year more than 2.8 million people in the U.S. contract antibiotic-resistant infections and at least 35,000 die. The antibiotic resistance problem is getting worse. Time is running out to #UseAntibioticsWisely and protect their power to heal! Learn more: <https://www.cdc.gov/drugresistance/biggest-threats.html>.

Reducing antibiotic resistance is everyone's responsibility — doctors and patients. #UseAntibioticsWisely

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6.

Sharing antibiotics and using leftover antibiotics can increase antibiotic resistance. #UseAntibioticsWisely

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7.

Only use antibiotics in pets as directed by the vet. Antibiotic-resistant bacteria can be transmitted to others, including from pets to humans. #UseAntibioticsWisely

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8.

Viruses or Bacteria? What's got you sick? #UseAntibioticsWisely

Common Condition	Common Cause			Are Antibiotics Needed?
	Bacteria	Bacteria or Virus	Virus	
Strep throat	✓			Yes
Whooping cough	✓			Yes
Urinary tract infection	✓			Yes
Strep infection		✓		Maybe
Middle ear infection		✓		Maybe
Bronchitis/Chest cold (in otherwise healthy children and adults?)		✓		No*
Common childhood rash			✓	No
Sore throat (except strep)			✓	No
Flu			✓	No

\* Studies show that in otherwise healthy children and adults, antibiotics for bronchitis don't help you.

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## 6. Reducing antibiotic misuse is everyone's responsibility

Antibiotic resistance is a problem we all must fight. Don't ask for antibiotics for cold or flu. Reduce spread of bacteria by washing your hands thoroughly. And #UseAntibioticsWisely by taking them correctly when prescribed! Learn more: [https://www.cdc.gov/drugresistance/protecting\\_yourself\\_family.html](https://www.cdc.gov/drugresistance/protecting_yourself_family.html)

## 7. Sharing can increase antibiotic resistance

Appropriate antibiotic use is the only way to preserve their effectiveness against the growing threat of antibiotic resistance. Take the entire course of antibiotics as prescribed and don't share them! Do your part and spread the word. Learn more: [https://www.cdc.gov/drugresistance/protecting\\_yourself\\_family.html](https://www.cdc.gov/drugresistance/protecting_yourself_family.html). #UseAntibioticsWisely

## 8. Antibiotic resistant bacteria can transfer from animals to humans

Overuse and misuse of antibiotics — in people, pets and livestock — leads to the growing threat of antibiotic resistance and deadly superbugs. Spread the word and do your part to #UseAntibioticsWisely. Learn more: <https://www.cdc.gov/healthypets/pets-and-antibiotic-resistance.html>.

## 9. Antibiotic resistant bacteria can transfer from animals to humans

Have a virus such as COVID-19, a cold or the flu? You can feel better without antibiotics. Ask your healthcare provider or pharmacist how to get relief while your body fights a virus. #BeAntibioticsAware