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 Elsér, 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
                 Cliodna 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