

WHICH ANTIMICROBIAL ARE YOU?



A personality quiz to create antimicrobial resistance awareness in Belgian healthcare professionals

AUTHORS

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BACKGROUND AND AIM

- In 2021, the Belgian government launched a pilot project “Hospital Outbreak Support Teams” (HOST) for hospital networks to tackle antimicrobial resistance (AMR)
- All Flemish HOST hospital pharmacists are united in a working group endorsed by the Flemish Association of Hospital Pharmacists (VZA)
- The VZA HOST working group created a mutual campaign to support the World AMR Awareness Week (18–24 November)
- The aim was to raise awareness on AMR and antimicrobial use in healthcare professionals (HCP) and to inform HCP of key characteristics of specific antimicrobials and antimicrobial therapy in general

METHODS

- A **personality quiz** was developed by using an online platform (Opinionstage, Israel)
- The quiz consisted of 10 personality questions based on specific antimicrobials’ characteristics: spectrum of activity, pharmacokinetics, food interactions, ...
- Each question was accompanied with an **educational pop-up** on antimicrobial use in its different facets (Figure 1)
- **Eight antimicrobial personalities** were created: the participant was assigned an antimicrobial that best matched his/her personality based on the responses provided
- A **knowledge test** was incorporated at the end of the quiz to select winners
- The quiz was disseminated to HCP in hospitals, nursing homes and ambulatory care by using diverse channels: newsletter, poster, social media, ...
- **Launch period:** 7 November–10 December 2023
- Available in Dutch and French

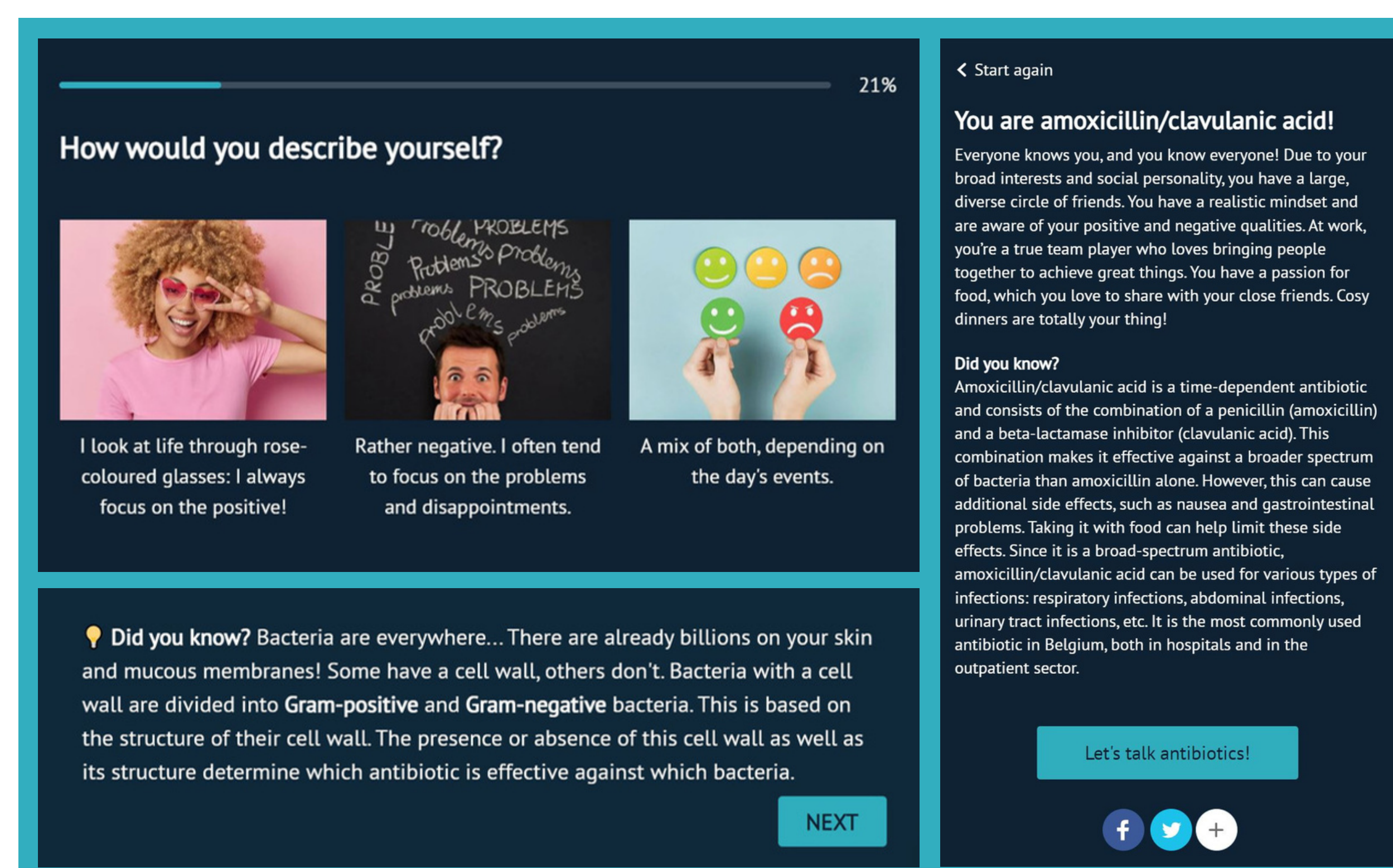


Figure 1: Example of a multiple-choice question with the accompanied educational pop-up (left) and a result page of an antimicrobial personality (right).

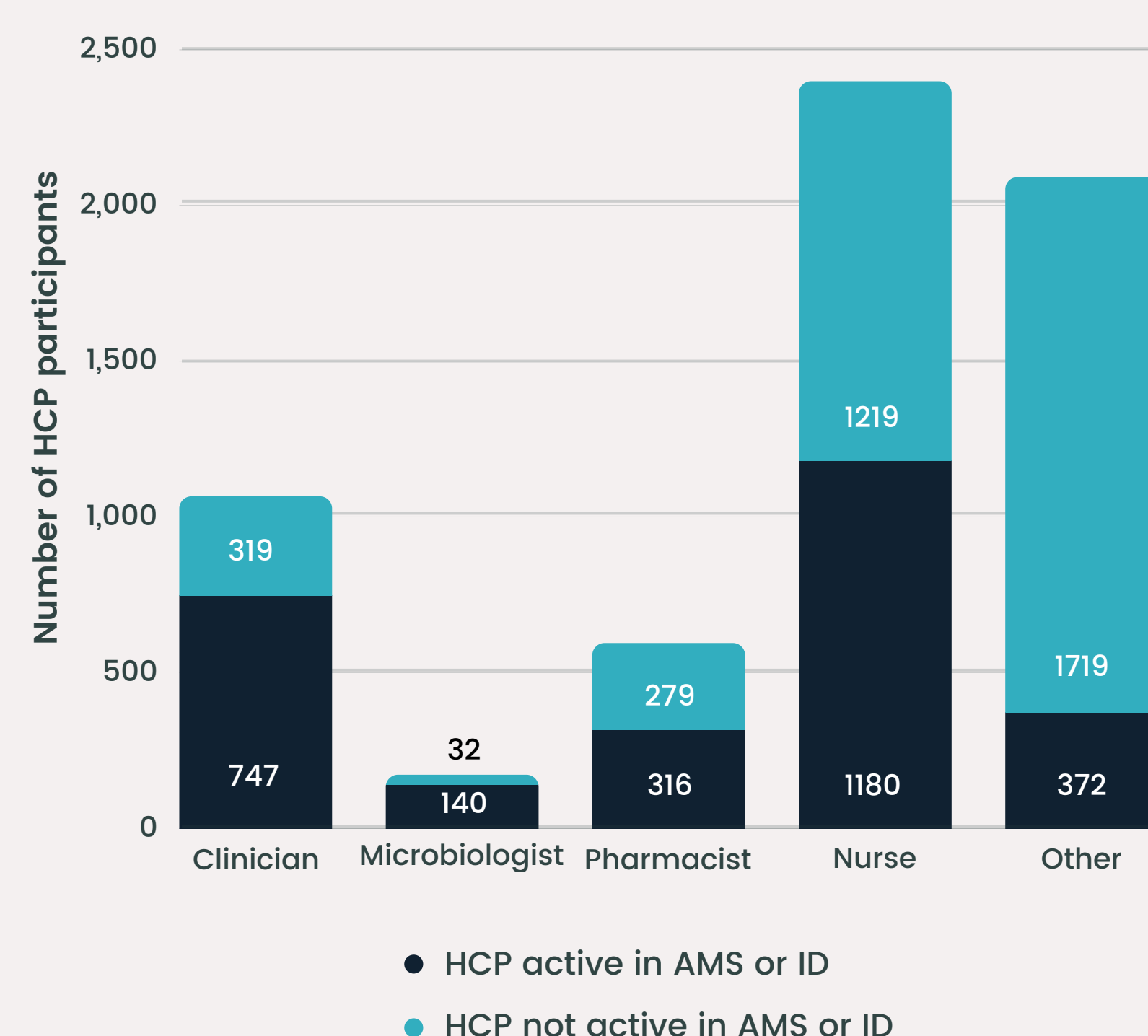
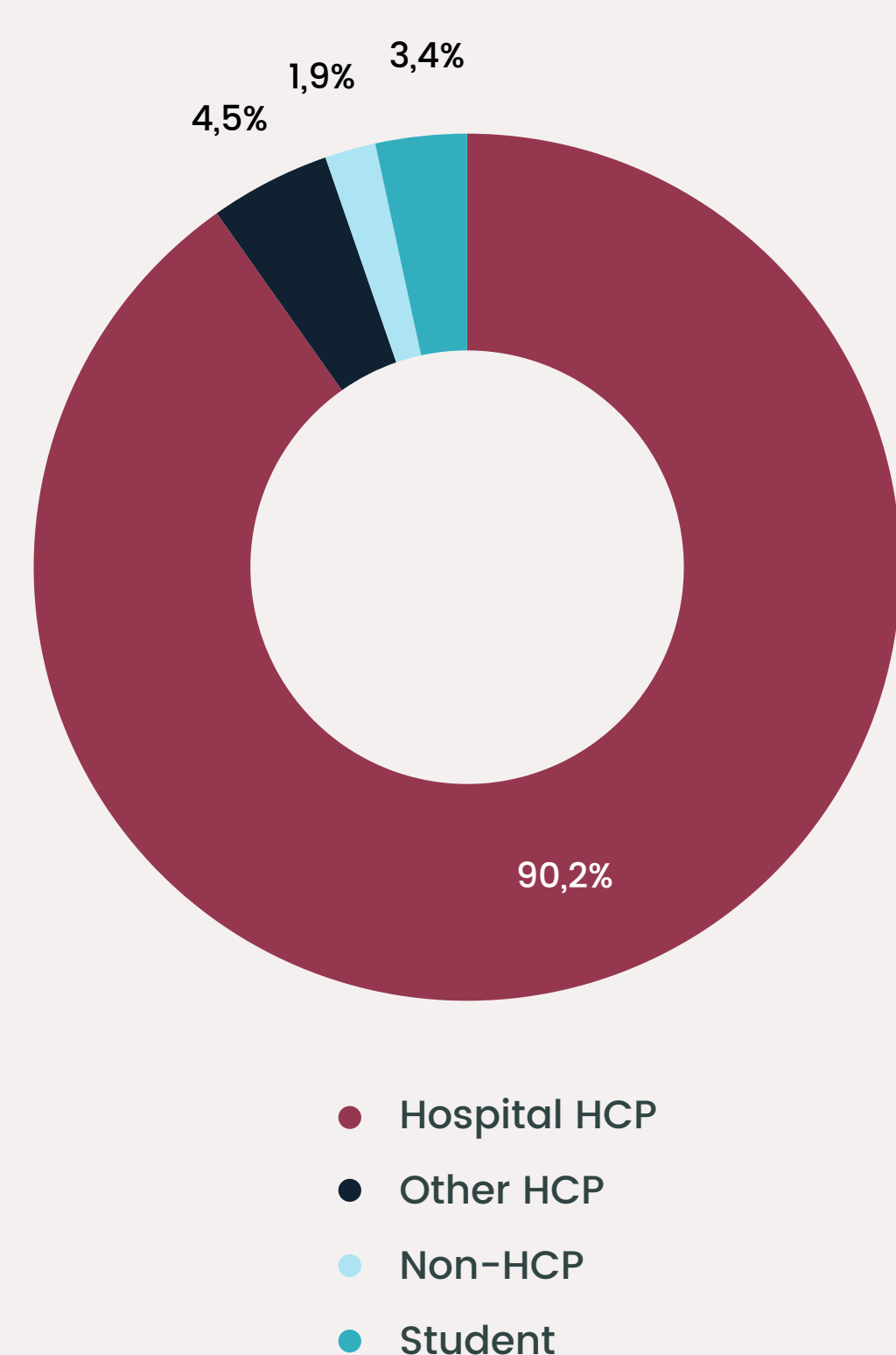


Figure 2: Overview of all participants (left, n=6.675) and HCP participants according to their involvement in AMS or infectious diseases (right, n=6.323).
HCP: healthcare professional, AMS: antimicrobial stewardship, ID: infectious diseases

RESULTS

Total views: 11.082

Fourteen Belgian hospital networks participated to the campaign with 56 hospitals and 32 nursing homes, next to participants of >100 other healthcare institutions in Belgium and abroad

Quiz participants (Figure 2)

- Total: 6.675 participants
- HCP: 6.323 participants (94,7%)
 - Hospital HCP: 6.020 participants (90,2%)
 - HCP active in AMS or ID: 2.755 participants (43,6%)

Time and knowledge test

- Median time to complete quiz: 3:41 minutes
- Correct knowledge test: 4.240 participants (63,5%)
- Participants with a correct knowledge test spent more time on the quiz (4:02 versus 3:14 minutes)

CONCLUSION

An AMR awareness and education campaign can reach a broad and large audience of HCP, both experts and non-experts in AMS, by incorporating play and education alongside the incentive for a prize.

REFERENCES

Langford BJ, Laguio-Vila MR. 190. Which antibiotic are you? Evaluation of a global antibiotic awareness personality quiz. Open Forum Infect Dis. 2020 Dec 31;7(Suppl 1):S101.

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