

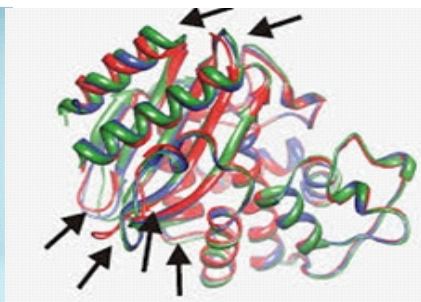
# ABSIN

## Antibiotic Stewardship Network in India

*Kindling cognizance on antibiotic resistance*



*Its prevention & control...*



*“A post antibiotic era means, in effect, an end to modern medicine as we know it.*

*Things such as strep throat & child’s scratched knees could once again kill.”*

*Dr. Margaret Chan  
(Director General-WHO)  
In her key note address at  
conference on combating  
Antimicrobial resistance,  
Copenhagen Denmark on  
March 14, 2012*



**Antibiotic Resistance: “No Action Today, No cure Tomorrow”**

The World health Organization has recently declared antibiotic resistance as 'a global health crisis' that has been building up over decades. The most severe consequences of this problem are witnessed in low-and middle income countries like India. According to the WHO, the three main areas that need to be addressed to minimize resistance development and spread in order to make the life-saving antibiotics continuously available are rational use of antibiotics, control of infections through better hygienic practices and avoiding contamination of the environment with antibiotics.

Antibiotic is a type of medication that destroys or slows down the growth of bacteria. There is a concern worldwide that antibiotics are being overused. This is one of the major factors that contribute to the growing number of bacterial infections which are becoming resistant to antibacterial medications and very few antibiotics are in pipeline. Even the drug companies are reluctant to invest in developing new and higher generation antibiotics. Therefore, sensitization on rational use of antibiotics is the need of the hour. It follows that, if there is any infection, it is important to know whether it is caused by bacteria or a virus. Most upper respiratory tract infections, such as the common cold and sore throats are generally caused by viruses - antibiotics do not work against these viruses. Many a times it is also seen that antibiotics are redundantly wasted on diarrhoea without proper examining its causative factor. Hence a thorough examination of the causative agent before taking medicine is essential.

# Antibiotic Stewardship Network in India

It is a network of like minded people cutting across medical disciplines, initiated by R. D. Gardi Medical College Ujjain India, in collaboration with Karolinska Institutet, Sweden and supported by Sida (Swedish International Development Agency). This program involves campaigning against antibiotic resistance and generating awareness on controlling infections through better hygiene practices in India. Our program has planned to address this issue at two major stakeholder level viz. medical practitioners and general community. We have designed workshops and awareness sessions for the healthcare providers across India to promote a behaviour change among them with respect to antibiotic prescribing habits..



## Mission

To sculpture a networking platform of like minded people cutting across medical disciplines, for the uptake of research results in the field of hygiene, antibiotic management, environmental spread of antibiotic resistance and resistant bacteria so as to retain effectiveness of antibiotics by emphasizing on its prudent use and promoting better hygiene practices to control infection.

## Vision

Support formation and implementation of locally relevant policies on “Antibiotic stewardship” in India with the long-term vision of minimizing resistance development in bacteria and thus retaining effectiveness of antibiotics.

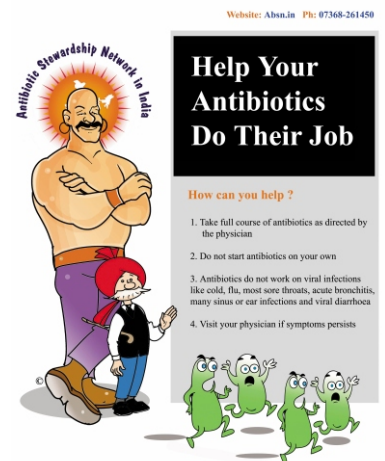
## Objectives

- To maintain and strengthen ongoing collaboration between the partners and their already existing network in the fields of rational antibiotic use and infection prevention
- To conduct face-to-face workshop for health care providers with respect to antibiotic prescribing habits
- To induce behavior change among the community with respect to antibiotic intake habits using various social marketing strategies
- To evaluate the feasibility of using low-cost eco-friendly interventions like constructed wetland technology ensuring to prevent contamination of environment with antibiotic residues and thus preventing resistance development
- Community access via website([www.absn.in](http://www.absn.in)), IIMAR blog, facebook, twitter and linkedin in order to keep our members and community abreast with the latest developments and news related to antibiotic resistance and its potential preventive measures.

## Behaviour modification is a tough task, but is the key to achieve desired changes

We plan to reach the community through various social marketing strategies. As we all know Diamond comics have successfully touched the hearts of millions from all age groups since decades, especially the character of Chacha Chaudhary, which is a symbol of shrewdness & wisdom, owns a respectful place of its own in the hearts of millions. Since we want to sensitize the public against the excessive and irrational use of Antibiotics, we have gained the privileged support of Diamond Comics to make Chacha Chaudhary & Saboo as the mascot for our project. ABSN aims to distribute the posters of mascot advocating for the cause, covering various states across India in their regional languages.

Website : [www.absn.in](http://www.absn.in), E-mail : [sidapdc@gmail.com](mailto:sidapdc@gmail.com)



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