

ANTIBIOTIC AWARENESS WEEK

CEC Photo Campaign

What is a photo campaign?

A photo campaign is a promotional strategy that communicates key messages by combining visual media with social interaction. The aim of this activity is to start conversations about the value of antibiotic therapy and produce a cohesive message that NSW public hospitals care about the responsible use of these medicines.

What does participation in this activity actually involve?

This activity involves speaking to people about the purpose of Antibiotic Awareness Week and asking them to have their photo taken with a 'belief statement' of their choosing. Below are some examples of what this might look like.



What will my facility or LHD gain from this activity?

Activities which generate discussions around antibiotic beliefs and behaviours are at the core of the Antibiotic Awareness Week philosophy. The photo campaign provides an opportunity to prompt these important conversations with a wide range of people, and may offer insight into determinants of antibiotic use (and misuse) at your hospital. It is also an excellent opportunity to raise awareness of your local antimicrobial stewardship program.

In previous years, a range of NSW public hospitals have used this photo campaign idea, from small rural hospitals through to large hospitals in metropolitan centres. Feedback suggests this activity is very worthwhile and is achievable in facilities of any size.

What resources will we need?

Participating facilities will require the following:

- ▶ At least 2 enthusiastic and informed staff members (to form your photo team)
- ▶ A digital camera
- ▶ Access to a computer with a printer
- ▶ Copies of an appropriate consent form
- ▶ Any relevant Antibiotic Awareness Week information materials that you have available (for those who would like more information)
- ▶ Time to complete the activity and collate your photographs

What are the photo campaign 'belief statements'?

There are three core statements that can be used in your photos, or your subjects may wish to create their own.

1	I am a _____ and I can't imagine healthcare without antibiotics.
2	I am a _____ and I want to preserve the effectiveness of antibiotics.
3	I am a _____ and I do what I can to ensure antibiotics are used responsibly.
OR	A similar statement that aligns with the key messages of Antibiotic Awareness Week

Who should we be targeting as our photo subjects?

Where possible, the photo campaign should include a range of health professionals (medical, pharmacy, allied health and nursing), technical, administrative and support staff, policy-makers and managers. You may also choose to include patients, carers, volunteers and visitors (after checking with your local media unit).

While photo subjects often choose to identify themselves by their relationship to the healthcare system, some may wish to identify themselves in other ways (e.g. team member, parent etc.)

How many photos do we need?

There is no minimum, but you should aim to take as many photos as you can! Each photo is another opportunity to get more people involved in the Antibiotic Awareness Week cause, and will make your key messages go further.

What do we do with our photos?

Your campaign photographs may be used in a number of different ways, depending on the consent provided by your photo subjects. These may include:

- ▶ Printing your images for an Antibiotic Awareness Week promotional display
- ▶ Publication in facility or district bulletins
- ▶ Postings on the local intranet page or use as computer screensavers
- ▶ Uploading to social media such as Twitter or Facebook (#antibioticawarenessweek and #antibioticresistance)
- ▶ Creating a photo collage for posters to promote antimicrobial stewardship and/or Antibiotic Awareness Week in future years.

Remember that secure storage of image files is important, and will be the responsibility of the photo team at each participating site.



How do we obtain consent from our photo subjects?

****All photographed subjects must first consent to both their image being taken and its inclusion in any publications or promotional materials you plan to develop.****

Your facility and/or district executive unit can refer you to an appropriate person in your facility or district to discuss consent and use of photographs e.g. public relations and/or media and communications staff. Think about how you may wish to use the images you will take prior to developing a consent form.

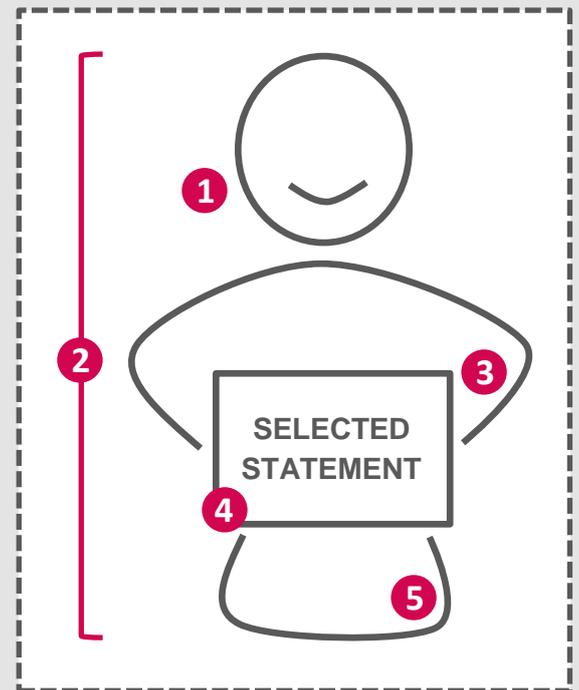
Potential photo subjects should be approached and introductions should be made before starting a conversation about Antibiotic Awareness Week. Subjects may then be invited to demonstrate their support by having their photo taken, but should not feel pressured into doing so.

Providing feedback to the CEC:

The CEC would love to receive feedback about your participation in this activity. If you have gained the appropriate consent from your photo subjects, we'd also love to see some of your photos! Please send your feedback and images to our generic email address below.

▶ CEC-HAI@health.nsw.gov.au

PHOTO GUIDE



- 1 Smile!
- 2 Front-facing portrait (head + torso)
- 3 Sign held over lower chest area
- 4 Print in 80-85pt Arial font
- 5 Clothing free of surname or I.D.

Other Tips & Suggestions

- Make sure there is enough light in your photos to produce a high quality image
- Check photos as you go to ensure your subject is in focus and has not been 'photobombed' by background activities
- Remember that the consenting subject should be the only person who is identifiable in the final image.