

Welcome

to the 14th RESIST newsletter from the Antimicrobial Resistance and Infection Control Division of HPSC (AMRIC). In this edition we highlight the new Core Competency Framework for IPC practitioners. We also have lots of updates on antimicrobial resistance, IPC news and a look at some of the Hand Hygiene Day events. Thanks for your comments and inputs, if you have any suggestions on content or want further information please contact us on hcai.amrteam@hse.ie

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Dr. Colm Henry, HSE Chief Clinical Officer

I hope someday that I will not be highlighting issues around COVID-19 in my column. However we are still seeing a rise in numbers, largely driven by subtypes of Omicron called BA.4 and BA.5. This has led to a large increase of patients testing positive for COVID-19 in a hospital setting. These sub-types enjoy what's called a growth advantage over previous sub-types. They are now the dominant variant here – making up over 90% of cases which undergo sequencing currently in Ireland. It is much more transmissible than previous variants, which in themselves were highly transmissible, but may be less virulent or aggressive as an illness.

Unfortunately, because of its ability to evade immunity, those who previously had immunity from previous variants, be they Delta or otherwise, can get infected again, although they're less likely to get seriously ill. We're seeing a rise in cases among healthcare workers and hospital acquired infection in our patients.

Of the people with COVID-19 who are in hospital, over half have not received their booster and a third have not completed their primary vaccine course. Hospitals and healthcare settings are very vulnerable settings, caring for people who are immunosuppressed, on chemotherapy, post-surgery, who have chronic illness, who are often quite old and sometimes quite frail.

Because of that kind of mix of complexity within hospital settings, we need to prevent the illness transmitting to those who are particularly vulnerable. I want to reinforce the importance of protecting your health when working and the health of your service users and colleagues. Please ensure you are up to date with the latest infection prevention and control [guidance for your services](#). I want to thank everyone for their continued hard work during this phase of the COVID-19 pandemic.

Continued overleaf



Dr. Colm Henry, HSE Chief Clinical Officer

I would like to congratulate the AMRIC team who have recently won the Clinical Team of the year award - 2022 Irish Healthcare Centre Award Winners. This recognition and award is down to the commitment and drive of every member of the team who provided the guidance, support and knowledge around all aspects of infection prevention and control throughout the pandemic. I would also like to congratulate the community based antimicrobial pharmacists who also won an award for their innovative approach to antimicrobial stewardship in long term residential care facilities. The introduction of the antimicrobial pharmacists was a key goal for the AMRIC team and it is wonderful to see their work being recognised.

Thank you for your continued commitment to providing services to the people that need our help and support.

Míle buíochas d'achan dhuine

GRMA

Dr Colm Henry
Chief Clinical Officer

Dr. Eimear Brannigan, AMRIC Clinical Lead and Professor Martin Cormican, past Clinical Lead with CEO Paul Reid, CCO Dr. Colm Henry and members of the AMRIC team at the recent celebration to mark AMRIC clinical team who were awarded Clinical Team of the Year by the Irish Healthcare Awards



Members of the AMRIC team at the event to mark the Clinical Team of the Year Award in Dr. Steeven's Hospital:
Margaret Culliton, Ellen Martin, Eimear O'Donovan and Breedge Finn

The most important resource in our health services is you, our colleagues who provide care and support to the people using our services. For the past number of years we have had a heightened awareness of the importance of infection prevention and control practices in protecting us.

However, it is also well known that we all find it very hard to maintain good IPC practice at all times, particularly when we are suffering COVID-19 fatigue. It is a critical time to hold tight and keep up our guard. We know that point of care risk assessment (PCRA) is so important in reducing the risk of staff picking up infections from our service users.

Recent cases of monkey pox highlight our need to continue to be vigilant when we are assessing people. Monkey pox is a rare disease caused by infection with [monkeypox virus](#).

The virus is found in some animal populations in remote parts of Central and West Africa, and in the past has caused occasional limited outbreaks in local communities and travellers. The cases being reported across multiple countries now are unusual because most of the cases do not have a link to travel to these parts of Africa.

There will always be new infection risks, as well as the more familiar, everyday ones, so it is important to think about reducing your risk while you deliver care as well as risk to other people. Anyone who interacts with patients or the patient environment needs to know about PCRA.

This includes clinical and non-clinical staff in acute care, long term care and community settings. You should always perform a PCRA before every interaction with a service user. You need to decide the most appropriate precautions and PPE that will minimise the risk to you, your patient and others in the environment based on your assessment of the level of infection transmission risk. The HSE AMRIC team has developed a suite of IPC learning modules on www.hseland.ie

The courses on Transmission Based Precautions, Standard Precautions, PPE and Basic Infection Prevention and Control are useful tools for helping staff to refresh their skills and knowledge.

I really want to emphasise the importance of standard precautions with all patients at all times to reduce risk to you and to others. Please ensure that you are up to date with the latest IPC guidance for your area of work as it is being updated regularly. The latest guidance is available [here](#).



Dr. Eimear Brannigan, HSE Clinical Lead for antimicrobial resistance and infection control

In May 2022, the HSE Antimicrobial Resistance and Infection Control team (AMRIC) launched the Competency Framework for Infection Prevention and Control Practitioners in Ireland. This important new [framework](#) was developed to support health care professionals taking up specialist careers in infection prevention and control (IPC). The new framework helps staff in identifying and gaining the specific competencies they will require as an IPC practitioner.

Dr. Eimear Brannigan, HSE Clinical lead for AMRIC says, “Effective infection prevention and control (IPC) is central to providing clean, safe and high quality health and social care for people who use those services. It also protects those who deliver the services and the wider community. All healthcare services must have basic IPC capacity within their core staff complement, and must also have access to higher-level expertise to support decision-making when necessary.

This new document has been developed by the AMRIC nursing team, led by Josephine Galway, Director of IPC Nursing, to support health care professionals pursuing specialist careers in IPC. It helps identify the specific knowledge and skills they will require as IPC practitioners. I would like to congratulate the AMRIC nursing team for their leadership in developing and making available this valuable resource for healthcare professionals and service providers.”

The framework was launched at an implementation seminar where IPC leads from around the country came together to look at ways of implementing the framework in their services.

Speaking about the new framework, Rachel Kenna, Chief Nursing Officer, Department of Health said, “I am delighted to support the launch of this new Competency Framework for Infection Prevention and Control Practitioners in Ireland. This is the first such framework on IPC for Ireland and it is an important step forward in advancing IPC practice. It will also assist with maintaining and improving expertise in IPC among health staff and promoting a high-quality and consistent approach to IPC practices. This framework is significant for the delivery of Ireland’s second One Health National Action Plan on antimicrobial resistance 2021-2025, iNAP2, by helping to prevent and control the spread of infection and demonstrates Ireland’s commitment to best practice in this area.”



HSE AMRIC Nursing Team, Eimear O'Donovan, Josephine Galway and Barbara Slevin

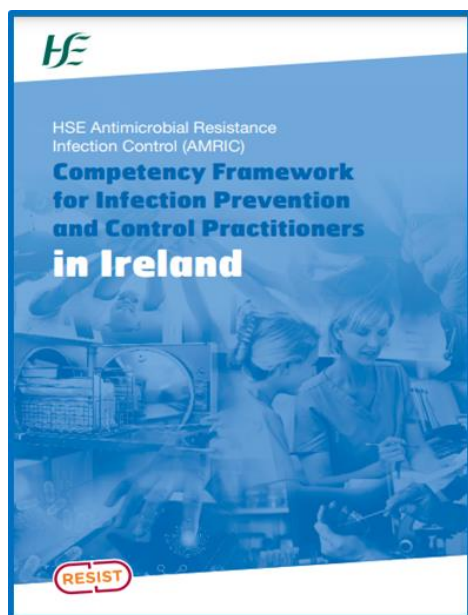
Josephine Galway, AMRIC Director of IPC Nursing highlighted that “Importantly, the framework builds on the learning and experience from the COVID-19 pandemic response, a time when IPC was so important for safe environments for patients receiving care and the staff that delivered such care. We hope that this framework document will give staff clear guidance on the skills and knowledge required to be an IPC nurse. I hope it will encourage healthcare workers to look at this vitally important service as a career choice. I would like to thank Eimear O’Donovan and Barbara Slevin, AMRIC team ADONs for all of their work on the framework and the very successful seminar.”

The framework aims to support managers in growing and developing a skilled infection prevention and control workforce by:

- providing standardised core competencies required for IPC practitioners in Ireland
- assist in curriculum design of post graduate training courses for IPC in Ireland
- support healthcare organisations in growing and developing skilled and educated IPC workforce
- support self-assessment of competence by the IPC practitioner
- assist and complement staff appraisal and professional development plan processes.

This document will continue to support the growth and development of a skilled infection prevention and control workforce in Ireland.

For further information on AMRIC and IPC guidance please check www.hse.ie/hcai



IPC practitioners at the launch of the Core Competency Framework

Healthcare Initiative in Older Persons Care Services award 2022

The HSE Community Antimicrobial Pharmacists were the winners of the Healthcare Initiative in Older Persons Care Services for their work on Improving Antibiotic Use in Older Person's Residential Care Facilities' at the Irish Healthcare Centre Awards 2022

This project involved the first antimicrobial pharmacist-led national study of antimicrobial use in HSE residential care facilities (RCFs) for older persons. The study found a high prevalence of antimicrobial prescribing, in comparison with previous national and international studies of antimicrobial use (12% compared to a national prevalence of 9.8% and European prevalence of 4.9% identified in 2016).

Since the introduction of this project, the newly-introduced minimum dataset has indicated a 30% reduction in overall systemic antibiotic use and a 50% reduction in prescribing of antibiotic prophylaxis in older person's RCFs.

This project highlights the positive impact of antimicrobial pharmacists in older person's services in developing and supporting initiatives to ensure best use of antimicrobials and promote patient safety. You can read a full description of the project in [Edition 10](#), page 6.

Clinical Team of the Year 2022

The Clinical Team of the Year award was awarded to the HSE Antimicrobial Resistance and Infection Control Team (AMRIC). The team want to recognise colleagues in all infection control (IPC) and antimicrobial stewardship (AMS) teams in HSE acute and community services.

Throughout the COVID-19 pandemic, the AMRIC team led the IPC response. This included developing, agreeing and publishing approx. 290 AMRIC COVID guidance documents for a range of HSE and other services. The team supports and works with hospital and community IPC & AMS teams and other key stakeholders to put measures in place to deliver safe health services.

This guidance provided a roadmap for IPC staff and other clinical staff to put measures in place to reduce IPC risks whilst delivering services to patients. The team delivered over 60 educational webinars to explain updated AMRIC guidance. Educational videos were produced and published to help staff with the appropriate use of PPE.

Working with Acute and Community Operations the team developed, consulted, piloted and implemented key data sets across HSE services in order to report and monitor emerging health care associated infections, antimicrobial stewardship and COVID issues. The data sets were part of the epidemiological data reviewed and considered by NPHET.



The Department of Health and the Department of Agriculture, Food and the Marine jointly hosted *Building One Health Action under iNAP2* on Thursday 23rd June 2022. Minister for Health, Stephen Donnelly TD, and Minister for Agriculture, Food and the Marine, Charlie McConalogue jointly opened the event at Farmleigh House.

The event brought together stakeholders from across the One Health sectors - human health, animal, plant health and the environment. The event recognised the work undertaken under *Ireland's National Action Plan on Antimicrobial Resistance 2017-2021* (iNAP1) and acknowledged the publication of *Ireland's second One Health National Plan on Antimicrobial Resistance 2021-2025* (iNAP2).

One Health recognises that the health of people is connected to the health of animals and the environment. The goal of the One Health concept is to encourage multidisciplinary collaborative efforts across the different sectors such as human health, animal health, agriculture and the environment to achieve the optimal health outcomes for people and animals. The One Health approach recognises the interconnection between people, animals, plants, and their shared environment.

Engagement with key stakeholders across the One Health sector is vital in addressing the issue of antimicrobial resistance and the One Health approach is recognised as best practice internationally.

The Department of Health was delighted to welcome our colleagues from HSE AMRIC to the event where they shared the significant work and progress on infection prevention and control and antimicrobial stewardship in recent years. AMRIC team members updated delegates on the following:

Antibiotic Quality Improvement Initiative for Community Prescribers Dr Eimear Brannigan,
HSE AMRIC Clinical Lead

HSE RESIST Campaign Audrey Lambourn,
HSE AMRIC Communications Lead

Improving Antimicrobial Use in HSE Older Persons Residential Care Facilities – An Overview
Ellen Martin, *HSE AMRIC Senior Antimicrobial Pharmacist*

HSE AMRIC Competency Framework for Infection Prevention and Control Practitioners
Josephine Galway, *HSE AMRIC Director of Nursing*



DoH AMR team, L to R – Laura Dooley, Sarah Delaney, Rachel McKenna (Chief Nursing Officer) and Austin Cullen

Other presentations on the day included speakers from the Agriculture and Environment sectors and the keynote address was delivered by Ms Emer Cooke, Executive Director, European Medicines Agency.

If you would like to catch up on the day, a recording of the event can be found on gov.ie/amr



Back Row L to R – Lauren Webster, Ellen Martin, Edel Doorley, Audrey Lambourn, Eimear Brannigan, Donna McNena, Josephine Galway.
Front Row L to R – Barbara Slevin, Shirley Keane, Eimear O'Donovan

5th May was International Hand Hygiene day across the world. This year we focussed on maintaining awareness of and adherence to good hand hygiene. It may be that it is one of the silver linings from the dark clouds of the COVID-19 pandemic that we are still living with. All of us working in the IPC world have always highlighted the importance of hand hygiene even though it is such a simple thing. Thanks to everyone who held an event to mark the day.

Midlands Regional Hospital Portlaoise



Dr John Connaughton, Clinical Director; Steven Costello, Gojo rep: Ruth Curran, IPC team: Ita Kinsella, Director of Midwifery; Sandra McCarthy, Director of Nursing; Claire Dowling, IPC team; Ann Marie Hogan, IPC team; Michael Knowles, General Manager



Left to right: Hannah Kerr, Ludmila O'Toole and Luke Gooding

National Maternity Hospital hand hygiene event

The infection control department had a promotional stand outside the hospital canteen and hosted a hand hygiene quiz. There was great enthusiasm and participation with 128 quiz entries from both clinical and non-clinical staff and some great prizes were won. A big thank you to all our staff for maintaining good hand hygiene practices throughout the whole year especially when we were faced with the challenge of the COVID pandemic.

In the afternoon the Education and Practice Development team continued the celebrations for International Day of the Midwife and Nurse. Lovely videos and photo reels which featured current and retired midwifery and nursing staff were shown and there were a number of presentations. People could attend in person or virtually. A fun day was had by all!





Dungarvan Hospital

All set for the Hand Hygiene Day event in Dungarvan where they launched the RESIST campaign.

St James' Hospital

St James Hospital took part in the world hand hygiene awareness event. They used a semmelweis hand scanner for the week and visited 18 clinical areas and performed 221 scans

Pictured are left -right, Joji Paul A/CNM 2 IPC, Gráinne McDonald ADoN IPC, Judy Binu CNM 2 IPC and Suja George SN IPC.



Sligo

Sligo University Hospital marked Hand Hygiene Day with an awareness event.

Pictured are left -right Ciaran Adams CNS Infection Control, Jean Mc Guinness CNM 2 Infection Control, Aidan Mc Grath Company Rep Ecolab, Teresa Farrell ADON IPC



Speaking at the launch of the RESIST campaign in Dungarvan Community Hospital this afternoon, Mary Clare Hayes (Assistant Director of Nursing/Infection Prevention and Control, Quality and Patient Safety Department, South East Community Healthcare) said:

“As a programme, RESIST is aimed not just at those delivering care but at everyone who comes into a hospital or residential care facility, including patients and visitors. We will be intensifying the campaign across the South East and are delighted that the initial focus is in Dungarvan Community Hospital.”

“When healthcare workers like nurses, care assistants, cleaning and catering staff and doctors keep their hands clean, they help to prevent the spread of serious health care associated infections (HCAIs). These are infections that can happen in any healthcare service. In addition to healthcare workers and their need to wash hands very regularly throughout their work, patients and visitors also play a part in reducing the spread of infection by following advice on hand cleaning.”

Also speaking at the launch, Paula French (Director of Nursing, Dungarvan Community Hospital) added:

“Here in Dungarvan Community Hospital, we have a very good record in hand hygiene. We are always, however, looking to improve our standards. The RESIST programme will help us to do that and we are delighted to have been selected to be part of the rollout in HSE residential services.”

“Along with our own staff, our residents and visitors all have a role to play to help stop the spread of infections and join the superbug resistance. This programme will help us to refresh and energise our hand hygiene approach”.



Residents and staff helping to promote the RESIST hand hygiene campaign in Dungarvan Community Hospital



Clinical Dilemma: A 9-year-old child has attended my practice with a tick bite that occurred a day ago following a weekend away. She is clinically well. Should antibiotic prophylaxis be given to children following a tick bite?

Lyme disease (also known as Lyme borreliosis) is an infection caused by *Borrelia* bacteria and is spread through the bite of an infected tick to a person. Infected ticks are active from spring to autumn. From April on is the time when we expect to see cases of Lyme disease most frequently in Ireland.

Lyme disease can be prevented with appropriate antibiotic post-exposure prophylaxis following a tick bite, however antibiotics are not always warranted. Think of the 36-hour timeframe: If the tick has been attached for less than 36 hours, the risk of Lyme disease is very low and antibiotics are not recommended. If you don't know how long the tick has been attached or if it has been attached for greater than 36 hours, a single dose of doxycycline can be offered as post-exposure prophylaxis.

Patients and prescribers should be aware that the use of doxycycline in children under 8 years of age is unlicensed in Ireland. Safety data from research in Europe and the US in recent years has provided reassurance that a single dose of doxycycline is safe in children under 8 years of age and is not likely to produce either dental discoloration or enamel hypoplasia. This has been endorsed by the American Association of Paediatrics (AAP Red Book 2018) and Children's Health Ireland (CHI) Group. The HSE antibiotic prescribing guidelines have been updated in line with emerging evidence and now include recommendations for both antibiotic prevention and treatment options for Lyme disease for all ages, including children (www.antibioticprescribing.ie).

There is currently no evidence available to support the use of alternate prophylactic antibiotics for Lyme disease. As the risk of infection is low and Lyme disease is readily treatable once symptoms develop, watchful waiting in the case of contraindication to doxycycline is recommended instead of antibiotic prophylaxis.

All patients that present with symptoms of Lyme disease, including erythema migrans (the 'bull's-eye' skin rash) should be treated with an appropriate course of antibiotics. Further guidance on drug choice, dose and duration is available from www.antibioticprescribing.ie.



Erythema migrans rash – typical presentation

References:

1. Health Service Executive 2021, Lyme disease. [online] Available at <https://www.hse.ie/eng/services/list/2/gp/antibiotic-prescribing/conditions-and-treatments/skin-soft-tissue/lyme-disease/lyme-disease.html>. [accessed 22 April 2022]
2. Clinical Practice Guidelines by the Infectious Diseases Society of America (IDSA), American Academy of Neurology (AAN), and American College of Rheumatology (ACR): 2020 Guidelines for the Prevention, Diagnosis and Treatment of Lyme Disease. Published 30/11/20.
3. Red Book (2018): Report of the Committee on Infectious Diseases, 31st Edition. By AAP Committee on Infectious Diseases.



Breedge Finn, Project Manager, joined the AMRIC Team in April 2022. She will be working closely with her Project Management Office colleagues, Shirley Keane, Programme Manager, Margaret Culliton, Project Manager and Deirdre Mullins, Project Manager.

As a nursing professional with an MSc qualification in Health Service Management, Certificate in Prince Project Management and over 20 years in acute clinical practice, Breedge has gained significant experience, and has an excellent understanding and awareness of how a service delivers quality safe patient care. Over the last seven years Breedge has worked in Quality & Patient Safety, focusing on identifying and reducing risk, improving patient safety and clinical audit. More recently working on the delivery of quality improvement initiatives using project methodologies.

“It is an exciting time to join the AMRIC team following the publication of HSE Antimicrobial Resistance Infection Control Action Plan 2022-2025. I am really looking forward to working with and supporting the AMRIC team on delivering this dynamic action plan”.

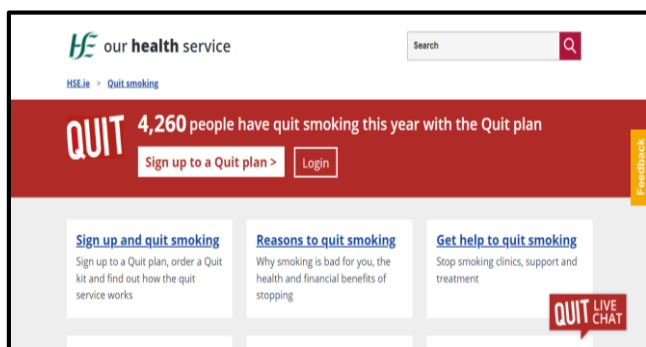
You can contact Breedge by email at breedge.finn@hse.ie



Websites we like



[National immunisation office: COVID-19 information for health professionals](https://www.hse.ie/eng/immunisation/covid-19/vaccine-information-for-health-professionals)



www.quit.ie

Watch out

Watch out for the new antimicrobial stewardship guidance

Antimicrobial stewardship (AMS) guidance for all healthcare settings is due to be published in the coming weeks. The aim of the document is to provide support and guidance to AMS teams, healthcare facility managers, and the individual healthcare worker by providing the evidence, expert guidance, and tools they need to initiate and sustain AMS programmes.

The work of higher education institutions, professional colleges, and groups is central to the creation and delivery of AMS education. This document will provide guidance to the development of curricula, educational courses, and training programmes. There will be a feature in the next edition of RESIST providing greater detail on the guidance content.

The AMRIC team continues to develop new online training accredited courses to ensure healthcare staff have the latest techniques and information. They are available now on www.HSeLanD.ie the courses support all health and social care staff in IPC and AMR. All courses are NMBI and RCPI accredited and learners are awarded 2 CEU from NMBI and 2 CPD credits from RCPI for each of the new completed courses.

Standard and Transmission Based Precautions

Effective infection prevention and control relies on healthcare workers continually assessing infection risks. Standard and transmission based precautions involves implementing work practices that reduce the risk of transmission of microorganisms from one person or place to another and keeps objects and areas as free as possible from infection.

This module explores the 8 elements of Standard precautions that can help break the chain of infection and deliver a clean and safe service to the people we care for. Standard precautions require that you assume every person is potentially infected or is carrying microorganisms that could be transmitted in the healthcare setting.

Transmission based precautions are the additional measures that must be applied when standard precautions alone are insufficient in preventing cross infection. The 3 categories of transmission based precautions are contact, droplet and airborne precautions. These measures are used for people with known transmissible infectious agents such as COVID 19, chicken pox or MRSA.

Key points in this module are:

Assessing the risk of infection spread in your workplace.

Identifying when to apply standard precautions and in addition to standard precautions when to apply transmission based precautions.

Reflection on your own practice, actions and behaviours in relation to infection prevention and control and how IPC is central to your duty of care.

Aseptic technique

Aseptic technique is a simple yet highly effective way to protect our patients. It is a cornerstone of standard precautions and one of the first core components learned to support patient safety aspects of clinical practice.

Asepsis is ensured by identifying and then protecting these key parts and key sites and by standard aseptic technique. This module provides practical application of the theory of aseptic technique into everyday practice and supports best practice in relation to IV cannulation, wound dressings, urinary catheterisation, minor and major surgical procedures.

The aseptic technique module aims to assist healthcare workers to apply the component parts of aseptic technique to clinical practice bridging application of theory into practice gaps. It supports healthcare workers to select the appropriate aseptic technique for each clinical task. While the principles of aseptic technique remain constant for clinical procedures this module provides an opportunity for healthcare workers to understand the practical application of a risk assessment, based on the technical difficulty of the procedure, the healthcare workers competence and the assessment whether procedures can be performed without touching key parts and key sites directly.

On completion of the course participants will know the core principles of aseptic technique. The module also provides an opportunity to reflect on practice decisions relating to aseptic technique.



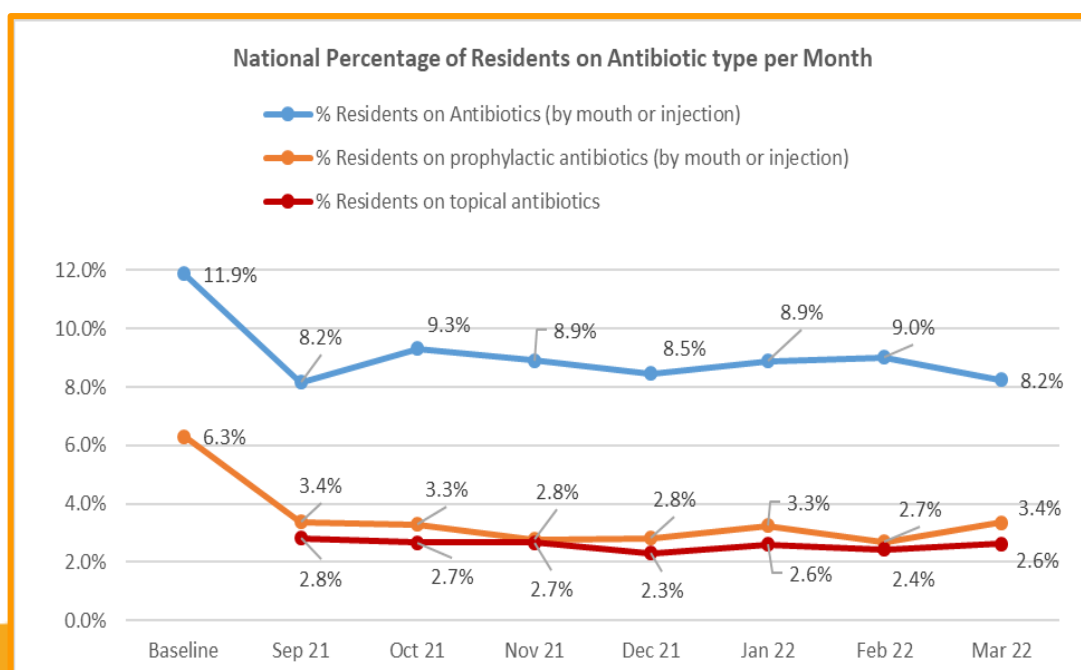
The team managing www.antibioticprescribing.ie are constantly updating materials and guidance to help prescribers improve their antimicrobial stewardship. In this edition we are looking at updated information and tools for long term residential care facilities.

Successive HALT studies in long-term care facilities (in 2010, 2012, 2013 & 2016) have shown that Irish Nursing home residents are prescribed far more antibiotics than their European counterparts. Antibiotics are most commonly prescribed for urinary tract infection (UTI), respiratory tract infection (RTI) and skin and soft tissue infection (SSTI).

These findings were echoed and expanded upon in an antibiotic point prevalence survey conducted by CHO-based antimicrobial pharmacists in HSE older persons residential care facilities between October and December 2020 (for CHO 1,3,4,5,8) which was expanded to CHO 2,6,7,9 between April-August 2021. This study found that:

- 12% of residents were prescribed antibiotics on the day of the survey (compared to a European rate of 4.9% in 2016)
- 6.3% of residents were prescribed prophylactic antibiotics, mainly for recurrent UTI (compared to a European rate of 1.5% in 2016)
- Prophylactic prescriptions accounted for 50% of all active antibiotic prescriptions and 66% of those were in excess of 6 months duration
- [Report](#) of the findings of the point prevalence survey of antimicrobial use in HSE older persons residential care facilities (CHO 1,3,4,5,8)
- [Report](#) of the findings of the point prevalence survey of antimicrobial use in HSE older persons residential care facilities (includes CHO 2,6,7,9).

Following feedback from the CHO antimicrobial pharmacists to the individual services there was a marked improvement in prescribing. Since September 2021 data on the percentage of residents on antibiotics is collected monthly by HSE Older Persons residential care facilities. This rich national data is invaluable to inform local and national quality improvement to optimise use of antimicrobials in residential care facilities and to help reduce harm associated with antimicrobial use. (*cont. overleaf*)



There are a number of tools, guidelines, links to webinars and eLearning available in a designated section on www.antibioticprescribing.ie for prescribers and staff working in residential care facilities.

These include:

- A newly published treatment guideline for [pneumonia](#) (including aspiration pneumonia) in nursing homes/residential care facilities
- Guidance supporting [pneumococcal vaccination](#) in long term care residential care
- A decision aid for [management of suspected UTI](#) in older persons (over 65) in residential care facilities
- A [webinar](#) recording on the use of dipstick urine analysis in older persons over 65 years.



Who's looking at us?

The www.antibioticprescribing.ie site data analytics for the past 12 months show some really positive results. The editorial team have made a large number of updates to the site and it is promoted through our AMRIC social media campaigns and advertising, through RESIST newsletter, via key stakeholders, the Red/Green quarterly reports and partner organisations. The 12 month review shows a 27% increase in the numbers of people using the page and over 34% in page views. This is a major increase in use.



The bounce rate has decreased by almost 24% and now stands at 36% which is in the optimal range. Over 90% of the users coming to the site are via organic search which is exceptionally high and reflects good search engine optimisation. Only 1.5% of the users come through paid search which is very low and a positive indicator of search engine optimisation. Just over half of the users are accessing the site via a desktop computer which would indicate that it is being accessed in clinic settings. In contrast over 80% of HSE.ie users access the site via mobile devices.



Number of CPE screens Q1 2022

