

# Evaluation of a regional information campaign on the appropriate use of antibiotics: a prospective controlled study

**First published:** 19/12/2014

**Last updated:** 19/12/2014

Study

Ongoing

## Administrative details

### PURI

<https://redirect.ema.europa.eu/resource/7902>

### EU PAS number

EUPAS7901

### Study ID

7902

### DARWIN EU® study

No

### Study countries

☐ Italy

## Study description

An information campaign aimed at reducing antibiotic prescribing is going to be implemented in Emilia-Romagna, a region in Northern Italy with about 4,400,000 inhabitants, in December 2014. The campaign messages have been designed to increase awareness of the potential threats of unnecessary use of antibiotics. The active collaboration of doctors and pharmacists is expected to enhance the transfer of the campaign key messages to the general population, eventually reducing people's requests of antibiotic prescribing and influencing prescribers' attitudes as well. Leaflets, posters and (where the facilities exist) a short video will be available in waiting rooms of surgeries, in general practice as well as in hospitals and outpatients clinics, and in pharmacies across all the Emilia-Romagna Region. The primary outcome will be the average prescribing rate of antibiotics (J01C, J01D, J01F, J01M, J01XA codes of the Anatomical Therapeutic Chemical Classification System) to outpatients during the five-month period after the campaign start, expressed as defined daily doses per 1000 inhabitants/day. Changes in the prescribing rate of antibiotics in Emilia-Romagna (vs the same period of the previous year) will be assessed and compared to prescribing changes in the rest of Italy and in groups of regions defined by quartiles of prescription rates, taking the possible implementation of specific policies on antibiotics in other regions into account.

---

## Study status

Ongoing

## Research institutions and networks

### Institutions

# Emilia-Romagna Health and Social Agency (ASSR Emilia-Romagna)

☐ Italy

**First published:** 23/04/2010

**Last updated:** 18/12/2017

**Institution**

**Laboratory/Research/Testing facility**

**ENCePP partner**

## Contact details

### Study institution contact

Maria Luisa Moro

**Study contact**

[mlmoro@regione.emilia-romagna.it](mailto:mlmoro@regione.emilia-romagna.it)

### Primary lead investigator

Maria Luisa Moro

**Primary lead investigator**

## Study timelines

### Date when funding contract was signed

Planned: 01/09/2014

Actual: 01/09/2014

---

**Study start date**

Planned: 01/12/2014

Actual: 01/12/2014

---

**Date of final study report**

Planned: 30/06/2016

## Sources of funding

- Other

## More details on funding

ASSR Emilia-Romagna

## Regulatory

**Was the study required by a regulatory body?**

No

## Methodological aspects

### Study type

### Study type list

**Study type:**

**Scope of the study:**

Drug utilisation

Effectiveness study (incl. comparative)

**Main study objective:**

To evaluate the change in the average prescribing rate of antibiotics following a regional information campaign in the Emilia-Romagna (4,4 millions inhabitants), based on ad hoc leaflets, posters and a short video plus posting on the web and use of videoterminals in railway stations.

## Population studied

**Age groups**

Preterm newborn infants (0 – 27 days)

Term newborn infants (0 – 27 days)

Infants and toddlers (28 days – 23 months)

Children (2 to < 12 years)

Adolescents (12 to < 18 years)

Adults (18 to < 46 years)

Adults (46 to < 65 years)

Adults (65 to < 75 years)

Adults (75 to < 85 years)

Adults (85 years and over)

---

**Estimated number of subjects**

4400000

## Study design details

## Outcomes

The change in the average prescribing rate of antibiotics (J01 codes of the Anatomical Therapeutic Chemical Classification System) to outpatients during the year 2015 with a focus on the January-March 2015 period, expressed as defined daily doses per 1000 inhabitants/day. compared to the same period of time in the previous year.

---

## Data analysis plan

Changes in the prescribing rate of antibiotics in Emilia-Romagna (vs 2014 and the same period of the previous year) will be assessed for total population and for age categories and compared to prescribing changes in the rest of Italy and in groups of regions comparable for population structure and J01 prescription rates, taking the possible implementation of specific policies on antibiotics in other regions into account.

# Data management

## Data sources

### Data source(s), other

Drug prescription in general medicine Italy, Emilia Romagna GPs drug prescription

---

### Data sources (types)

[Administrative healthcare records \(e.g., claims\)](#)

## Use of a Common Data Model (CDM)

**CDM mapping**

No

Data quality specifications

**Check conformance**

Unknown

---

**Check completeness**

Unknown

---

**Check stability**

Unknown

---

**Check logical consistency**

Unknown

Data characterisation

**Data characterisation conducted**

No