

Keep Working

Dear colleague,

Next Tuesday 23rd October, Public Health England (PHE) will relaunch the national '**Keep Antibiotics Working**' campaign, which highlights the risk posed to individuals and their families if they take antibiotics when they do not need them. The campaign urges the public to always take their doctor's or nurse's advice on antibiotics. We hope you will once again support us in the promotion of this important campaign. A range of [free resources](#) to Keep Antibiotics Working - including posters and digital screens for nurses, midwives, dentists and doctors leaflets, and social media tools - are available on the PHE Campaign Resource Centre (CRC).

We are also keen to have a wide range of locations display the campaign materials where our target audience is likely to see them (e.g. any health settings, libraries, children's centres etc.) so please email partnerships@phe.gov.uk if you would like to place a bulk order for several settings at once.

NB: All GP surgeries across England will automatically receive campaign materials.

Also available to use when supporting the campaign are:

- [Long and Short Copy 2018](#)
- [Social Media Toolkit 2018](#)
- [HCP Social Media Toolkit 2018](#)

You can also access further information in the [overview](#) and [getting involved](#) sections of the CRC.

- **Send us your supporting images – and see how others use them - it's quick and easy right [here](#) on the CRC**

Many thanks

PHE Partnerships Marketing Team