

European Antibiotic Awareness Day 2008 Evaluation Questionnaire

1. SECTION 1: Personal details

- 1.1. Country:.....
.....
- 1.2. Name:.....
.....
- 1.3. Institution:.....
.....
- 1.4. Position:.....
.....

2. SECTION 2: National activities

2.1. What activities did you organise at national level? (please mark with an X the answers that apply, multiple answers are possible)

- 2.1.1. () Public awareness campaign
2.1.2. () Scientific/professional conference
2.1.3. () Press conference
2.1.4. () Press release
2.1.5. () Publication of articles
2.1.6. () Other (please specify).....

2.2. What campaign materials were produced at national level in your country? (please mark with an X the answers that apply, multiple answers are possible)

- 2.2.1. () Posters
2.2.2. () Brochures
2.2.3. () Information leaflets
2.2.4. () TV spot
2.2.5. () Web based materials (e.g. a website or set of web pages)
2.2.6. () Advertisements in print media
2.2.7. () Letters to health professionals / other stakeholders
2.2.8. () Other (please specify).....

2.3. How widely were the campaign materials distributed?

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.....
.....
.....

2.4. Approximately how many media articles were written about the campaign in your country? (please mark with an X one answer)

- 2.4.1. () None
- 2.4.2. () 1 – 10
- 2.4.3. () 11 – 50
- 2.4.4. () 51-100
- 2.4.5. () 101 – 1000
- 2.4.6. () More than 1000
- 2.4.7. () Do not know

2.5. What was the focus of the campaign/activities/materials in your country?

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3. SECTION 3: Government support for EAAD
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3.1. () Did you have political support for the campaign from your government?
 (please mark with an X if applicable)

3.1.1. If yes, how? (e.g. Minister of Health attended event - please specify)

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3.1.2. () Did you encounter any opposition to political support? (please mark with an X if applicable)

3.2. () Did you have financial support for the campaign from your government?
 (please mark with an X if applicable)

3.2.1. If yes, what was the approximate government funding available to the campaign?.....

3.2.2. () Did you encounter any opposition to financial support? (please mark with an X if applicable)

3.3. How many people were working at national level on EAAD?

3.3.1. Approximate full time equivalent.....

3.3.2. Duration.....

3.4. Which government institutions contributed to the development of the campaign?

3.5. () Do you have political support for the next EAAD in 2009? (please mark with an X if applicable)

3.6. How much funding will be available for the campaign in 2009?

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4. SECTION 4: Non-governmental stakeholders

4.1. Which stakeholders supported and marked EAAD? (please mark with an X if applicable, and specify name and contribution, multiple answers are possible)

4.1.1. () Healthcare professional organisations

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4.1.2. () Pharmacies

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4.1.3. () Patient groups

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4.1.4. () NGOs

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4.1.5. () Non-pharmaceutical companies

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4.1.6. () Pharmaceutical companies

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4.1.7. () Professional societies

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4.1.8. () Insurance system

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4.1.9. () Others

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4.2. Did any stakeholders sponsor the campaign? (please mark with an X if applicable, and specify name and contribution, multiple answers are possible)

4.2.1. () Healthcare professional organisations

.....

4.2.2. () Pharmacies

.....

4.2.3. () Patient groups

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4.2.4. () NGOs

.....

4.2.5. () Non-pharmaceutical companies

.....

4.2.6. () Pharmaceutical companies

.....

4.2.7. () Professional societies

.....

4.2.8. () Insurance system

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4.2.9. () Others

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4.3. () Did any stakeholder organisations criticise EAAD 2008? (please mark with an X if applicable and specify)

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4.4. () Have any stakeholders already committed to supporting EAAD 2009?
(please mark with an X if applicable and specify)

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5. SECTION 5: ECDC support

5.1. What was your opinion of ECDC's contribution to EAAD? (please mark one answer with an X)

- 5.1.1. () Very helpful
- 5.1.2. () Helpful
- 5.1.3. () Moderately helpful
- 5.1.4. () Irrelevant
- 5.1.5. () Do not know of ECDC's activities

5.2. () Would you like to participate in the Technical Advisory Committee?
(please mark with an X if applicable)

5.3. How could ECDC improve its service to the Member States for Planning EAAD 2009? (please specify)

6. SECTION 6: EAAD Campaign Materials

6.1. Did you use the EAAD Campaign Materials? (please mark with an X the answers that apply, multiple answers are possible)

- 6.1.1. () Pill and Stethoscope logo
- 6.1.2. () Sitting Hedgehog logo and slogan
- 6.1.3. () Kicking Hedgehog logo and slogan
- 6.1.4. () Scarf logo and slogan

6.2. If yes, please describe how you used the EAAD campaign materials? (please mark with an X the answers that apply, multiple answers are possible)

- 6.2.1. () Posters
- 6.2.2. () Brochures
- 6.2.3. () Information leaflets
- 6.2.4. () TV spot
- 6.2.5. () Web based materials (e.g. a website or set of webpages)
- 6.2.6. () Advertisements in print media
- 6.2.7. () Letters to health professionals / other stakeholders
- 6.2.8. () Other (please specify).....

6.3. If no, what other campaign materials did you use? (please elaborate and feel free to attach any materials you used, for our information)

6.4. In 2009, ECDC is considering developing campaign materials that are targeted at health professionals. Would this type of materials be useful to your work? (please mark with an X the answer that applies)

6.4.1. Yes

6.4.2. No, materials targeting a different target audience would be more helpful (please specify)

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7. SECTION 7: EAAD Website

7.1. Please comment on how the EAAD website could be improved in 2009? (please mark with an X the answers that apply, multiple answers are possible)

7.1.1. Translation into EU languages

7.1.2. More information on national campaigns

7.1.3. More links

7.1.4. More technical information on AMR

7.1.5. More materials available for download

7.1.6. Other (please specify).....

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8. SECTION 8: EAAD Media Toolkit

8.1. Did you receive the media toolkit in time? (please mark with an X if applicable)

8.2. Which elements of the EAAD Media Toolkit did you use? (please mark with an X the answers that apply, multiple answers are possible)

8.2.1. Guidelines on how to work with the media

8.2.2. Template media invitation

8.2.3. Template slide kit

8.2.4. Template press release

8.2.5. Report on European data

8.2.6. Reports on National data

8.2.7. Audiovisual A and B roll

8.2.8. Photographs

8.3. Would you find more on-line media materials useful? (please mark with an X if applicable)

8.4. Do you have any suggestions as to materials that could be developed in 2009 to complement the media toolkit? (please mark with an X if applicable and specify)

9. SECTION 9: EAAD Film

- 9.1. () Did you use the EAAD film? (please mark with an X if applicable)
- 9.2. How could it be improved? (please specify)
- 9.3. () Would you like ECDC to develop a TV spot for 2009? (please mark with an X if applicable)

10. SECTION 10: EAAD evaluation
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- 10.1. () Have you conducted an evaluation of your national European Antibiotic Awareness Day event? (please mark with an X if applicable)
- 10.2. () If yes, would you be willing to share the results of that evaluation with ECDC? (please mark with an X if applicable and feel free to send these results to Sarah.Earnshaw@ecdc.europa.eu)
- 10.3. () Would it be useful to have further support on evaluation processes and methodologies? (please mark with an X if applicable and specify)
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- 10.4. () Would you be interested in joining a working group tasked with agreeing guidance on how to evaluate national European Antibiotic Awareness Day events and campaigns? (please mark with an X if applicable)

ANY OTHER COMMENTS

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PLEASE SEND YOUR COMPLETED QUESTIONNAIRE TO
SARAH.EARNSHAW@ECDC.EUROPA.EU BEFORE 17H00 (CET) ON
 THURSDAY 29 JANUARY. THANK YOU.