[GP\_Name]  
[Address 1]  
[Address 2], [Address 3]  
[Address 4], [Address 5]

March 2018

Your practice is amongst the 20% highest prescribers of antibiotics nationally

Dear Dr [GP\_Surname]

**1. ADVISE**  
Discuss patient self-care instead  
*Use the enclosed leaflet or search online for the “TARGET antibiotics toolkit”.*

**2. DELAY**  
Offer a delayed prescription instead  
*This results in fewer patients using antibiotics and is associated with similar symptomatic outcomes to immediate prescription   
(Little, P. et al., BMJ. 2014; 348).*

**3. TALK**  
Speak to other prescribers in your practice to ensure they are changing their antibiotic prescribing too

**Antibiotic usage in your practice**

As you know antimicrobial resistance is a serious and growing threat to our health and economy. Reducing inappropriate antibiotic prescribing in primary care is a key component to the response in preventing a public health catastrophe.

The great majority (80%) of practices in England prescribe fewer antibiotics per head than yours.\*

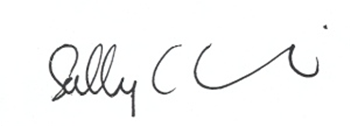
I understand that this is not a simple issue and you may have already taken steps to reduce antibiotic prescriptions while safeguarding patient health. I encourage you to join prescribers who have actually reduced their rate of prescribing by taking three simple actions, described on the right.

I know that general practitioners are doing a demanding job in difficult circumstances and dealing with patient pressures, but if we all make these small changes we can have a big effect on everyone’s health and safeguard antibiotics for future generations.

Your local CCG prescribing advisor can also help your practice reduce inappropriate antibiotic prescribing and links to further information is provided below.

Thank you for working with me on this.

Kind regards



**PROFESSOR DAME SALLY DAVIES**

Chief Medical Officer

\* Your practice’s prescribing data are available online. Data analysed by Public Health England. Data on prescribing rates account for patient demographics. Comparisons between practices exclude outliers. Comparing Oct 2015 - Sept 2016 to Oct 2016 – Sept 2017.

For more information on antimicrobial resistance, see http://antibioticguardian.com/. Patients can be referred to the “Keep Antibiotics Working” film: <http://bit.ly/2xZZ6IY>