

Learning The Facts About Antibiotics And Antibiotic Resistance In Los Angeles County



Acute Communicable Disease Control Program
Los Angeles Antibiotic Resistance Education Advocates (LA AREA)



Coming Soon: LA AREA's website – A diversified resource for consumers and providers that includes news, announcements, presentations, videos, reports, journal articles and more.



Los Angeles County publications release antibiotic resistance articles coinciding with cold and flu season. (Total Circulation: 157,000)



Los Angeles County Board of Supervisors declare October 2003 as Antibiotic Resistance Awareness Month

LA AREA created a three-panel display for use in education presentations, health fairs, etc.

Television and radio public service announcements (PSAs) produced by the Centers for Disease Control and Prevention were localized with the Los Angeles County Public Health logo and website. The PSAs were aired in Fall 2003 throughout Los Angeles County communities.

The Public's Health is a monthly publication to medical professionals that includes the *Antibiotic Resistance Information Corner* – A section that promotes patient education on appropriate antibiotic use among providers. (Monthly Circulation: 25,000)

LA AREA conducted outreach to over 500 clinics to promote patient education on appropriate antibiotic use among providers. Participating clinics received patient education materials and training on effective patient-provider communication methods.

