

POSTER ABSTRACTS

214. Social Media as a Tool for Antimicrobial Stewardship

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Background. Antimicrobial stewardship optimizes antimicrobial use in the treatment and prevention of infection. Providing prescribers with the education and tools (i.e., pathways and order sets) to guide clinical decisions surrounding antimicrobial use is central to stewardship practices. To increase the visibility and reach of our Antimicrobial Stewardship Program (ASP), we used social media platforms, Facebook and Twitter, to disseminate educational material to Internal Medicine Residents (IMRs)

with the aim to increase antibiotic (Abx) knowledge and the use of our clinical pathways (CP).

Methods. IMRs consented to a pre/post intervention knowledge-based survey and agreed to follow our ASP on social media. Along with 20 basic Abx/infectious diseases (ID) questions, this survey assessed IMRs awareness of our ASP initiatives and social media usage. Over 6 months, IMRs received daily posts/tweets of basic Abx and ID trivia while promoting use of educational tools and CP on our ASP website. Engagement was encouraged with daily/monthly incentives (gift cards) given to IMRs who answered trivia questions. Categorical and continuous variables were analyzed using the chi2 and t-test to compare pre/post intervention survey responses.

Results. In total, 55 IMRs participated in the intervention, 31/55 (56%) have completed both pre/post surveys thus far. 90% and 34% of our IMRs use Facebook and Twitter respectively. 41% (n = 23) of IMRs had >1 interaction with our ASP via social media and 18% (n = 10) had >5 interactions. Mean scores for Abx knowledge increased significantly from 11.5/20 (58%) vs 14.4/20 (72%), p = 0.01 when pre and post intervention scores were compared. No difference in post-intervention scores was seen when IMRs with and without interactions with our ASP on social media were compared (p = 0.2). The percentage of IMRs knowing how to access the ASP's internal website increased from 67% to 74%, p = 0.6. IMRs indicating they used ASP-sponsored CP as a part of clinical care increased significantly (33% vs 62%, p = 0.01).

Conclusion. Social media is a valuable tool for education and outreach to IMRs to reinforce ASP initiatives while encouraging the use of CP and educational tools to promote antimicrobial mindfulness and improve patient care.

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