Clinical, Social, Cultural and Historical Challenges

Alison Holmes
Imperial College London
• Understanding decision making
• End user engagement, co-design
• Learning from failures in adoption and implementation
• Evaluation built into interventions policies. Learning opportunities lost
• Working across patient pathways
• Cross specialty engagement
• Recognition of multi-professional roles, teams and effective networks

Charani E, Castro-Sanchez E et al. Understanding the determinants of antimicrobial prescribing within hospitals: The role of prescribing etiquette. CID. 2013 Jul;57(2):188-96
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The Team

Photograph: Gerald Herbert/AP
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Sustainable Access must be considered, as well as Sustainable Effectiveness

Ardal C, Outterson K, et al., 2015, International cooperation to improve access to and sustain effectiveness of antimicrobials, The Lancet, 387

Holmes, Moore et al. The Lancet 387, 2015
Obtaining antibiotics online from within the UK: a cross-sectional study

Sara Elizabeth Boyd1,2*, Luke Stephen Proctor Moore1,2, Mark Gilchrist1,2, Ceire Costelloe2, Enrique Castro-Sánchez2, Bryony Dean Franklin3,4 and Alison Helen Holmes1,2

Online market in antibiotics fuels rise of superbugs

The Telegraph

Online pharmacies illegally handing out antibiotics are fuelling rise of superbugs
Learning from history

- Understanding culture and context critical
- Tailoring health measures/interventions for specific groups
- Unintended consequences if lack of understanding
- Need for contextually appropriate, user-led/co-design
- Importance of building cultural understanding into early research design

Improving recognition of team science contributions in biomedical research careers

March 2016

San Francisco

Declaration on Research Assessment
"Human behaviour is central to addressing the challenge of AMR and improving antibiotic use, globally and locally."

February 2017, Berlin Chancellery.
With thanks to

• Sue Carver

• Helen Lambert