



Hart Health  
Strategies Inc.

**TO: American Academy of Allergy, Asthma & Immunology (AAAAI)**  
**RE: #AntibioticResistance Twitter Chat, November 18, 2015**

AAAAI participated in a critical discussion over Twitter this afternoon regarding the worldwide fight against antibiotic resistance. In doing so, AAAAI took advantage of a great opportunity to lend AAAAI's voice to the conversation, raise its profile on the topic with members of the medical community and high-level government officials and policymakers, and continue to garner tremendous respect as an authority and source of facts on issues related to antibiotic resistance, in particular common misperceptions/misdiagnoses of allergies to penicillin and resulting unnecessary use of broad-spectrum antibiotics.

The Twitter chat was hosted by the Centers for Disease Control and Prevention (@CDCgov) and the National Center for Emerging and Zoonotic Infectious Diseases, CDC (@CDC\_NCEZID), led by **Dr. Tom Frieden, Director of the CDC**, and **Dr. Lauri Hicks**, medical director for CDC's "Get Smart: Know When Antibiotics Work" program and a medical epidemiologist in the Division of Healthcare Quality Promotion, NCEZID.

#### **PENICILLIN ALLERGY TESTING**

**The forum allowed AAAAI to join the fight against antibiotic resistance and present its uniquely qualified, credible and vital insights and knowledge about the problem during a national and international conversation.** In addition to contributing to its growing profile with CDC leaders, the Twitter chat allowed AAAAI to share prepared materials that were directly relevant to the public discourse, including web links to a set of recommendations on antibiotic prescription, "Choosing Wisely", and video presentations on drug allergies, including penicillin.

**As you can see from the attached Twitter posts, AAAAI led on the issue of penicillin allergy, and participants in the discussion responded positively to AAAAI's input and facts, including the CDC, and retweeted AAAAI's material to their own followers, demonstrating the power of the medium. The CDC also incorporated the allergy diagnosis problem into its own questions, and responded to others with important data:**

"Q4: Use of broad-spectrum antibiotics in patients labeled as penicillin-allergic are associated w/ increased risk for #AntibioticResistance" and "Q4: Approx. 10% of patients say they have a penicillin allergy when <1% actually do when tested. #AntibioticResistance".

**The CDC ended with: "Special thanks to @AAAAI\_org @goodsam @AANP\_NEWS @PIDSociety for joining us today. #AntibioticResistance".** The Twitter chat presented an enormous opportunity to be heard by people around the world, to provide valued input, and to gain further exposure to key opinion makers as a crucial voice in the ongoing public dialogue.

#### **EXAMPLES OF TWEETS ON PENICILLIN ALLERGY TESTING**

Attached are examples of tweets from AAAAI, CDC and others related to the issue of penicillin allergy testing.



**PIDSociety**

.@CDCgov @AAAAI\_org @goodsam @AANP\_NEWS Thank you for hosting this chat on such an important and urgent subject! #AntibioticResistance  
[11/18/15, 4:03 PM](#)



**MontefioreNYC**

A4: Only 2-15% of patients w/ reported Penicillin-allergy have a positive skin test  
#AntibioticResistance  
[11/18/15, 4:02 PM](#)



**CDCgov**

Special thanks to @AAAAI\_org @goodsam @AANP\_NEWS @PIDSociety for joining us today.  
#AntibioticResistance  
[11/18/15, 4:01 PM](#)



**AAAAI\_org**

Thank you @CDCgov for organizing this great chat! #AntibioticResistance  
[11/18/15, 3:57 PM](#)



**CDCgov**

.@arshiet Approx. 10% of patients say they have penicillin allergy when <1% actually do when tested. Testing=important #AntibioticResistance  
[11/18/15, 3:38 PM](#)



**CDCgov**

Q8: Providers: ID those who are not actually penicillin allergic to decrease unnecessary use of broad-spectrum abx. #AntibioticResistance  
[11/18/15, 3:32 PM](#)



**AAAAI\_org**

Q5: We support Antibiotic Development to Advance Patient Treatment (ADAPT) Act, H.R. 3742.  
<https://t.co/CVgIE2aRhQ> #antibioticresistance  
[11/18/15, 3:08 PM](#)



**CDCgov**

.@arshiet Symptoms associated w/ illness often attributed to allergy. Penicillin allergy can also go away over time. #AntibioticResistance  
[11/18/15, 2:57 PM](#)



**CDCgov**

Q4: Approx. 10% of patients say they have a penicillin allergy when <1% actually do when tested.  
#AntibioticResistance  
[11/18/15, 2:49 PM](#)



**AAAAI\_org**

Q4: This video explains drug allergy symptoms and information to a patient.  
<https://t.co/ykkxK2EiN3> #antibioticresistance  
[11/18/15, 2:53 PM](#)



**AAAAI\_org**

Q4: Adverse reactions to medications are common, yet everyone responds differently.  
<https://t.co/5o8q8viboy> #antibioticresistance  
[11/18/15, 2:52 PM](#)



**CDCgov**

Q4: Use of broad-spectrum antibiotics in patients labeled as penicillin-allergic are associated w/ increased risk for #AntibioticResistance  
[11/18/15, 2:49 PM](#)



**AAAAI\_org**

Q 4 The AAAAI put together a Choosing Wisely recommendation for penicillin. (#10)  
<https://t.co/hFusOewguA> #antibioticresistance  
[11/18/15, 2:43 PM](#)



**AllergyKidsDoc**

Don't overuse non-beta lactam antibiotics in pts w hx of penicillin #allergy w/o proper eval  
<https://t.co/mnPKjOPPrF> #antibioticresistance  
[11/18/15, 2:30 PM](#)



**MatthewRankMD**

Penicillin allergy, in particular, is often mislabeled <https://t.co/xlgtFHU4PA> #AntibioticResistance  
[11/18/15, 2:30 PM](#)



**UHRainbowBabies**

@AAAAI\_org an accurate history about true allergies is important about treatment regimens to limit broad spectrums. #AntibioticResistance  
[11/18/15, 2:22 PM](#)



**AAAAI\_org**

Patients who report penicillin allergy often are treated with broad-spectrum abx that increase the risk of resistance #antibioticresistance  
[11/18/15, 2:20 PM](#)



**MatthewRankMD**

Drug allergy evaluations can often lead to more appropriate use of antibiotics, often narrower spectrum #AntibioticResistance  
[11/18/15, 2:19 PM](#)



**AllergyKidsDoc**

10% of people state they have a penicillin #allergy, but 90% of them are not truly allergic. Important info against #antibioticresistance  
[11/18/15, 2:10 PM](#)



**AAAAI\_org**

@AAAAI\_org is excited to join today's @CDCgov chat! #antibioticresistance  
[11/18/15, 2:00 PM](#)



**AAAAI\_org**

Join AAAAI doctors and the CDC for a Twitter chat on antibiotics TODAY at 2pm ET.  
#antibioticresistance  
[11/18/15, 10:12 AM](#)