



CALIFORNIA MEDICAL ASSOCIATION FOUNDATION

September 2011

3835 N. Freeway Blvd., Ste. 100
Sacramento, CA 95834

Tel: 916.779.6620
Fax: 916.779.6658

www.thecmafoundation.org
www.aware.md

Dear Physician Colleagues:

The California Medical Association Foundation's Alliance Working for Antibiotic Resistance Education (AWARE) project has taken the lead to bring together physicians, pharmacists, health plans, and key healthcare stakeholders to develop the 2012 AWARE Provider Toolkit for the upcoming cold and flu season.

AWARE supports physician efforts to promote appropriate antibiotic use and decrease the incidence of antibiotic resistance. We appreciate the challenges physicians face to increase patient knowledge and influence behavior. This toolkit contains resources that support your work to educate your patients with information. The toolkit includes:

PARTICIPATING HEALTH PLANS

Alameda Alliance for Health

Anthem Blue Cross

Blue Shield of California

CalOptima

Care1st Health Plan

Health Net of California

Health Plan of San Joaquin

Inland Empire Health Plan

Kern Family Health Care

L. A. Care Health Plan

Molina Healthcare

- **2012 Acute Respiratory Tract Infection Guideline Summary** (Adult and Pediatric)
- **Prescription Pad** – Available in English and Spanish, this handout offers over-the-counter treatments that can help alleviate symptoms of colds.
- **CDC Flyers:**
 - Careful Antibiotic Use: Cough Illness in the Well-Appearing Child; Acute Cough Illness (Acute Bronchitis) (English only).
 - Careful Antibiotic Use: Pharyngitis in Children (English only).
- **Patient Education Materials (offered in English and Spanish):**
 - *Health Tips* – This handout provides tips to stay healthy, promotes proper antibiotic use and encourages frequent handwashing.
 - *Bronchitis and Other Cough Illnesses* – These adult and pediatric handouts contains useful home care options and prevention tips.
 - *I Choose...To Prevent Influenza!* – These adult and pediatric handouts contain information on influenza, how to prevent influenza, and what to do should one get sick.
 - *Feel Better Soon...Without Antibiotics!* – These adult and pediatric brochures identify common symptoms and remedies that can provide symptomatic relief.
- **Medical Office Posters (offered in English and Spanish):**
 - *Feel Better Soon...Without Antibiotics!* – These adult and pediatric posters inform patients that viral infections cannot be treated with antibiotics.
- Visit **www.AWARE.md** for additional clinical resources and patient education materials, including COPD materials provided by Boehringer Ingelheim Pharmaceuticals and AWARE's GOLD guideline flyer pertaining to COPD.

AWARE is committed to providing you with clinical resources and additional patient education materials. If you have ideas of how AWARE can best serve you and your patients, please contact the CMA Foundation at (916) 779-6620 or by e-mail at aware@thecmafoundation.org.

Sincerely,

Joseph Silva, Jr., M.D., M.A.C.P.
AWARE Steering Committee
Dean Emeritus, School of Medicine
Professor, Internal Medicine
University of California, Davis, Health System