

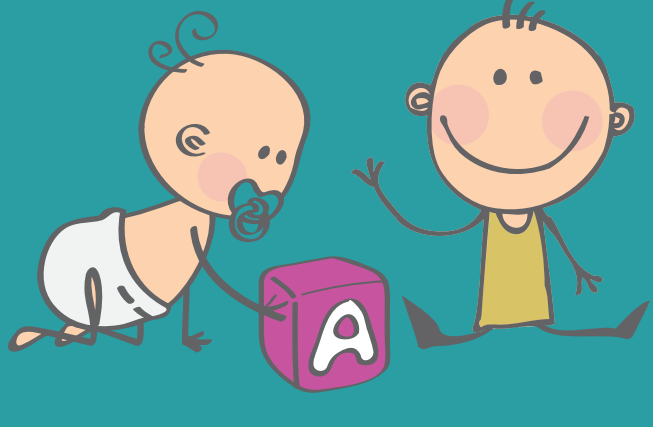
WHAT IS ACUTE OTITIS MEDIA?



Acute otitis media (AOM) is an infection of the middle ear, often caused by bacteria. It is the most common childhood illness for which medical attention is sought and can be very painful^{1,2}

WHO IS AT RISK OF AOM?

EXTREMELY COMMON IN YOUNG CHILDREN³



MOST CASES OCCUR IN CHILDREN <2 YEARS OF AGE³
UP TO 80% OF CHILDREN WILL EXPERIENCE AOM BY THE AGE OF 3⁴

WHAT ARE THE SYMPTOMS OF AOM?

SYMPTOMS CAN DEVELOP VERY QUICKLY, AND MAY INCLUDE:^{3,5}

Ear pain	Irritability	Fever	Hearing loss	Discharge from the ear

HOW COULD YOUR CHILD GET AOM?

<p>Bacteria can easily spread in close contact settings such as daycare centres^{6,7}</p>	<p>Children can breathe in bacteria through the nose or mouth when an infected person:⁸</p> <p>Coughs Sneezes</p>	<p>If these bacteria enter the middle ear, they can cause AOM¹</p>
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WHAT IS THE IMPACT OF AOM IN CHILDREN?

OVER 350 MILLION CASES OF AOM OCCUR EVERY YEAR IN CHILDREN <5 YEARS⁹

A COMMON REASON FOR **ANTIBIOTIC PRESCRIPTIONS AND HEALTHCARE VISITS**⁶

CAN CAUSE SERIOUS COMPLICATIONS IN A SMALL PROPORTION OF CASES.¹⁰

HEARING LOSS DUE TO REPEAT EPISODES OF AOM CAN CAUSE:^{11,12}

- LANGUAGE DELAY
- BEHAVIOURAL PROBLEMS
- POOR SCHOOL PERFORMANCE

REPEAT EPISODES OF AOM MAY REQUIRE **SURGERY**, WHICH CAN BE **PAINFUL**¹³

BURDEN OF AOM

AMONG CHILDREN PREVIOUSLY DIAGNOSED WITH AOM

73% OF SURVEYED PARENTS HAVE TO **MISS WORK OR REARRANGE THEIR WORKING HOURS**¹⁴

FAMILY AND CARERS:¹⁴

Sleepless nights Missed working days Potential financial burden

HOW CAN YOU HELP PROTECT CHILDREN AGAINST AOM?^{15,16}

Covering mouth when sneezing or coughing	Hand washing	
Breast feeding	Smoke-free environment	Vaccination

1. Cripps A *et al.* Bacterial otitis media: a vaccine preventable disease? *Vaccine* 2005; **23**:2304–10. 2. National Institute on Deafness and Other Communication Disorders. *NIDCD Fact sheet. Ear infections in children.* Available at: <https://www.nidcd.nih.gov/sites/default/files/Documents/health/hearing/EarInfectionsInChildren.pdf> (Last accessed Jul 2018). 3. Liese J *et al.* Incidence and clinical presentation of acute otitis media in children aged <6 years in European medical practices. *Epidemiol Infect.* 2014; **142**(8): 1778–88. 4. Teele DW, Klein JO, Rosner B. Epidemiology of otitis media during the first seven years of life in children in greater Boston: a prospective, cohort study. *J Infect Dis* 1989; **160**: 83–94. 5. American Academy of Pediatrics and American Academy of Family Physicians. Diagnosis and Management of Acute Otitis Media. *Pediatrics* 2004; **113**:1451–66. 6. Klein JO. The burden of otitis media. *Vaccine*. 2000; **19** (Suppl 1): S2–S8. 7. Daly KA *et al.* Epidemiology of Otitis Media Onset by Six Months of Age. *Pediatrics*. 1999; **103**(6 Pt 1): 1158–66. 8. New York Department of Health. Ear infections in children. Available at: <https://www.health.ny.gov/publications/4815/> (Last accessed Jul 2018). 9. Monasta L *et al.* Burden of Disease Caused by Otitis Media: Systematic Review and Global Estimates. *Ural* 2012; **7**(4): e36226. 10. Bluestone C. Clinical course, complications and sequelae of acute otitis media. *Pediatr Infect Dis J* 2000; **19**: S37–46. 11. Brouwer C *et al.* The impact of recurrent acute otitis media on the quality of life of children and their caregivers. *Clin Otolaryngol* 2005; **30**:258–65. 12. Bennett KE *et al.* Behaviour and developmental effects of otitis media with effusion into the teens. *Arch Dis Child*. 2001; **85**(2): 91–5. 13. Schilder A *et al.* International perspectives on management of acute otitis media: a qualitative review. *Pediatr Otorhinolaryngol* 2004; **68**: 29–36. 14. Barber C, *et al.* Acute otitis media in young children – what do parents say? *Int J Pediatr Otorhinolaryngol*. 2014; **78**(2): 300–6. 15. Centers for Disease Control (CDC). Respiratory Hygiene/Cough Etiquette in Healthcare Settings. Available at: <https://www.cdc.gov/flu/professionals/infectioncontrol/resphgiene.htm> (Last accessed Jul 2018). 16. Centers for Disease Control (CDC). Ear Infections. Available at: <https://www.cdc.gov/antibiotic-use/community/for-patients/common-illnesses/ear-infection.html> (Last accessed Jul 2018).