

Preserving the power of antimicrobials: The U.S. Government response*Maintenir le pouvoir des agents anti-microbiens : la réponse du gouvernement américain*

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Overuse of antibiotics is jeopardizing the usefulness of essential drugs.

Decreasing inappropriate antibiotic use is an essential strategy to control resistance. In 1995, the U.S. Centers for Disease Control and Prevention (CDC) launched a national campaign to reduce antimicrobial resistance through promotion of more appropriate antibiotic use in the community. The campaign is now called “Get Smart: Know When Antibiotics Work”. CDC has also launched two other campaigns to improve antimicrobial use and to prevent the emergence and spread of antimicrobial resistance, the Campaign to Prevent Antimicrobial Resistance in Healthcare Settings and Get Smart: Know When Antibiotics Work on the Farm.

[Get Smart: Know When Antibiotics Work](#) (CDC's National Campaign for Appropriate Antibiotic Use in the Community)

Objectives

- Reduce inappropriate antibiotic use
- Reduce the spread of resistance to antibiotics

To accomplish these objectives, the campaign uses the following approaches:

- Developing strategies and materials that will lead to changes in antibiotic use.
- Serving as a resource to groups undertaking their own campaigns.
- Forming partnerships to harness the resources of collaborating organizations.
- Assessing impact on antibiotic use, resistance, and patient/physician satisfaction.

Current campaign activities include:

- Developing and distributing educational materials promoting appropriate antibiotic use
- Funding states to develop, implement and evaluate local campaigns
- Evaluating and promoting a medical school curriculum on appropriate use of antibiotics
- Continuing to develop and test a Health Plan Employer Data and Information Set (HEDIS) measures for appropriate antibiotic use
- Implementing a national advertising campaign promoting the appropriate use of antibiotics

CDC's Campaign to Prevent Antimicrobial Resistance in Healthcare Settings

The campaign centers on four main strategies:

- Prevent Infection
- Diagnose And Treat Infection
- Use Antimicrobials Wisely
- Prevent Transmission.

Within the context of these strategies, multiple 12-step programs are being developed targeting clinicians who treat specialty-specific patient populations including hospitalized adults, dialysis patients, surgical patients, hospitalized children, and long-term care patients. Educational tools and materials are being developed for each patient population.

Campaign Goals

- Increase awareness of the problem of antimicrobial resistance in healthcare settings.
- Implement the campaign's four strategies to prevent antimicrobial resistance.
- Prevent antimicrobial resistance in healthcare settings.

Methods

- Establish partnerships to prevent antimicrobial resistance.
- Develop and distribute informational materials and tools for clinicians.
- Work with partners to publish papers that outline strategies for preventing antimicrobial resistance among specific patient groups.
- Develop programs targeted to various clinical specialties that feature evidence-based action steps to prevent antimicrobial resistance among specific patient groups.
- Assist partners in implementing and evaluating programs to prevent antimicrobial resistance in healthcare settings.

Get Smart: Know When Antibiotics Work on the Farm

Critically important antimicrobials used in human medicine are also being used in agricultural and companion animal practices. Current data demonstrate that pathogenic antimicrobial resistant organisms can pass from animals to humans and that resistance to antimicrobials is increasing in both arenas. In order to preserve the efficacy of antimicrobial agents in both human and veterinary medicine and to prevent further resistance from happening, veterinarians, pet owners, food-animal producers and consumers must be better educated about antimicrobial resistance and appropriate antimicrobial use.

Numerous educational programs have been established to combat antimicrobial resistance in humans, but few have targeted enteric pathogens. Because many enteric pathogens are zoonotic and antimicrobial use in animals contributes to antimicrobial resistant infections in humans, CDC is developing a campaign to reduce antimicrobial resistance through promotion of appropriate antimicrobial use in veterinary medicine and animal agriculture. The campaign will include public media, professional education, and applied research and surveillance activities

The Get Smart: Know When Antibiotics Work on the Farm campaign will have three major areas of activity:

- distribute current practices and educational materials
- fund states and other organizations and provide technical assistance to develop, implement, and evaluate local campaigns
- support development and testing of veterinary medical curricula for students.

Intervention strategies will target veterinarians, animal owners and producers, and the general public.

A U.S. Government Interagency Task Force on Antimicrobial Resistance was created in 1999. The Task Force is co-chaired by the Centers for Disease Control and Prevention, the Food and Drug Administration, and the National Institutes of Health, and includes 8 other federal agencies and departments. In 2001, the Task Force published *A Public Health Action Plan to Combat Antimicrobial Resistance (Part I Domestic Issues)*. The plan and annual reports can be found at

<http://www.cdc.gov/drugresistance/actionplan/index.htm>.