



## CAMPAIGN PARTNERS

CDC, joined by the Food and Drug Administration (FDA), and an alliance of partners including national health organizations, state and local health departments, managed care organizations, pharmaceutical companies, and other groups concerned about this problem, hope to reverse the public perception that 'antibiotics cure everything' by unveiling a public health campaign, *Get Smart: Know When Antibiotics Work*. Additional information about the campaign's founding partners is provided below.

### **Food and Drug Administration**

The U.S. Food and Drug Administration is under the U.S. Department of Health and Human Services. The mission of the FDA is to promote and protect the public health by helping safe and effective products reach the market in a timely way, and monitoring products for continued safety after they are in use.

Press: For more information about FDA, contact Sherunda Lister at 301-827-1669 [listers@cder.fda.gov](mailto:listers@cder.fda.gov) and visit [www.fda.gov](http://www.fda.gov).

**American Academy of Family Physicians (AAFP)**. AAFP represents more than 94,300 physicians and medical students nationwide. It is the only medical specialty society devoted solely to primary care. Family physicians provide comprehensive care to all members of the family and serve as the patient's advocate in the health-care system. Family physicians are the only specialists qualified to treat most ailments, and to provide comprehensive health care for people of all ages. In fact, almost 200 million office visits are made to family physicians each year. This is 75 million more visits than to any other medical specialty.

Press: For more information about AAFP, contact Karen Siebert at 913-906-6000, ext. 5221 ([ksiebert@aafp.org](mailto:ksiebert@aafp.org)) and visit [www.aafp.org](http://www.aafp.org).

**American Academy of Pediatrics (AAP)**. The AAP is an organization of 57,000 primary care pediatricians, pediatric medical subspecialists, and pediatric surgical specialists dedicated to the health, safety, and well being of infants, children, adolescents, and young adults. It was founded in June 1930 by 35 pediatricians who met in Detroit in response to the need for an independent pediatric forum to address children's needs. When the AAP was established, the idea that children have special developmental and health needs was a new one. Preventive health practices now associated with child care – such as immunizations and regular health exams – were only just beginning to change the custom of treating children as "miniature adults."

Press: For more information about AAP, contact Carolyn Kolbaba at 847-434-7945 ([ckolbaba@aap.org](mailto:ckolbaba@aap.org)) and visit [www.aap.org](http://www.aap.org).

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**The Alliance for the Prudent Use of Antibiotics (APUA).** Founded in 1981, APUA's mission is to improve infectious disease treatment and contain antibiotic resistance by promoting antibiotic access and improving antibiotic use worldwide. A nonprofit organization, it is committed to improving health policy and clinical practice worldwide through research and education of consumers and practitioners. With chapters in 46 countries, APUA provides clinical and scientific leadership to prevent antibiotic resistance and strengthen society's defenses against infectious diseases throughout the world.

Press: For more information from APUA, contact Stefanie Valovic at 617-636-3574 ([stefanie.valovic@tufts.edu](mailto:stefanie.valovic@tufts.edu)) and visit [www.apua.org](http://www.apua.org).

**American Medical Association (AMA).** AMA is the nation's leader in promoting professionalism in medicine and setting standards for medical education, practice, and ethics. As the largest physician membership organization in the United States, the AMA has been on the forefront of every major development in American medicine since it was founded in 1847. The AMA is ranked by members of Congress and the federal government as the most influential health care organization in the country.

Press: For more information from AMA, contact Ross Fraser at 312-464-4443 ([Ross\\_Fraser@ama-assn.org](mailto:Ross_Fraser@ama-assn.org)) and visit [www.ama-assn.org](http://www.ama-assn.org).

**Council for Affordable Quality Healthcare (CAQH).** CAQH is a nonprofit alliance of health plans and networks that promotes collaborative initiatives to help make healthcare more affordable; share knowledge to improve the quality of care; and make administration easier for physicians and their patients. Created in 1999, CAQH provides and administers health care coverage for more than 100 million Americans. Through its *Save Antibiotic Strength (SAS)* Initiative, CAQH partners with CDC and other leading community and health care organizations to help preserve and protect the effectiveness of antibiotics. SAS includes educational programs and materials for consumers, physicians, and other healthcare providers. In 2003, CAQH introduced the SAS Employer Program to help companies educate employees about the proper use of antibiotics.

Press: for more information from CAQH, contact Barbara Souder at 202-778-1145 ([barbara.souder@tufts.edu](mailto:barbara.souder@tufts.edu)) and visit [www.caqh.org](http://www.caqh.org).

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