

Get Smart on the Farm



What is the Get Smart on the Farm program?

Get Smart on the Farm seeks to reduce the misuse and overuse of antibiotics in animals through education and implementation of prudent use guidelines. Through this effort, the program aims to ultimately reduce the burden of antibiotic resistant bacteria found in the food supply. The goal of Get Smart on the Farm is to work with food-animal and companion-animal industries in association with governmental stakeholders in order to create common messages about judicious antibiotic use.

What are the Main Objectives for Get Smart on the Farm?

One of the objectives for Get Smart on the Farm is to reduce antimicrobial resistance through promotion of appropriate antimicrobial use in veterinary medicine and animal agriculture. The program creates awareness and education about antimicrobial resistance in animals and its subsequent affect on human health. Get Smart on the Farm also works to coordinate educational activities concerning antimicrobial resistance and appropriate antibiotic use in animals

Who is involved with the Get Smart on the Farm program?

We hope to establish a large network of varied partners, including professional and non-profit organizations, industry, and public health groups to allow us to deliver our message and resources effectively across the country. We are working to promote the establishment of state-based campaigns promoting appropriate antimicrobial use, which will allow state health departments to use CDC materials, develop materials of their own, network with partners, and launch campaigns targeting veterinarians, animal owners, producers, and the general public.

Get Smart on the Farm's Major Areas of Activity:


- Develop and distribute educational materials
- Fund state-based interventions and provide assistance to develop, implement, and evaluate local campaigns
- Support development and testing of veterinary medical curricula for students
- Fund a national advertising campaign promoting the appropriate use of antibiotics
- Develop an efficient and accurate means of measuring antimicrobial use in veterinary medicine and agriculture

Get Smart on the Farm State-based Interventions


- Foster collaboration between state public health agencies, veterinary communities, and agriculture
- Develop community-based programs on appropriate use of antimicrobial agents in animals
- Establish and develop the National Dairy Summit and Alliance for Bovine Health
- Develop a web-based veterinary curriculum on prudent and judicious antimicrobial use and species-specific modules
- 2006-2007 Funded State Programs: Colorado, Georgia, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, South Carolina, Tennessee, Washington

Get Smart: Know When Antibiotics Work Campaign Overview

Why does CDC have an appropriate antibiotic use campaign?

 Antimicrobial resistance among respiratory pathogens of humans has become a common clinical problem, and the association of resistance with the prior use of antimicrobial drugs has been documented in both inpatient and outpatient settings. The Institute of Medicine has identified antibiotic resistance as one of the key microbial threats to health in the United States and has listed decreasing the inappropriate use of antimicrobials as a primary solution to address this threat. For this reason, antibiotic resistance is among CDC's top concerns.


What are the campaign's objectives?

 CDC launched the National Campaign for Appropriate Antibiotic Use in the Community in 1995. In 2003, this program was renamed Get Smart: Know When Antibiotics Work and released in conjunction with the launch of a national media campaign.

This campaign aims to reduce the rate of rise of antibiotic resistance by:

1. promoting adherence to appropriate prescribing guidelines among providers,
2. decreasing demand for antibiotics for viral upper respiratory infections among healthy adults and parents of young children, and
3. increasing adherence to prescribed antibiotics for upper respiratory infections

Why focus on upper respiratory infections?

 Upper respiratory infections account for three quarters of all antibiotics prescribed by office-based physicians. If antibiotics were always prescribed appropriately, the resulting increase in resistance could be seen as inevitable and unavoidable. However, antibiotics are often used inappropriately. Even though prescribing rates have decreased, current data suggest that, for all ages combined, more than ten million courses of antibiotics are prescribed each year for viral conditions that do not benefit from antibiotics. The Get Smart campaign targets the five respiratory conditions that in 1992 accounted for more than 75% of all office-based prescribing for all ages combined: otitis media, sinusitis, pharyngitis, bronchitis, and the common cold.

What are the activities of the Get Smart: Know When Antibiotics Work?

- Developing and distributing educational materials
- Funding sites and providing technical assistance to develop, implement, and evaluate local campaigns.
- Implementing a national media campaign
- Securing funding for and promoting the adoption of provider curricula
- Developing and testing Health Plan Employer Data and Information Set (HEDIS®) performance measures

Taken from the Get Smart website: http://www.cdc.gov/drugresistance/community/campaign_info.htm