

The collage consists of nine photographs arranged in a grid-like fashion. The top row features three images: a person in a white lab coat and gloves working with a small animal (possibly a cat or dog) on a table; a person in a white lab coat and gloves working with a small animal on a table; and a person in a white lab coat and gloves working with a small animal on a table. The middle row features three images: a person in a white lab coat and gloves working with a small animal on a table; a person in a white lab coat and gloves working with a small animal on a table; and a person in a white lab coat and gloves working with a small animal on a table. The bottom row features three images: a person in a white lab coat and gloves working with a small animal on a table; a person in a white lab coat and gloves working with a small animal on a table; and a person in a white lab coat and gloves working with a small animal on a table.

Key points:

- We are all in this together.
- Education of the public is the key.
- We need to work together with a consistent message.

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SUPERBUGS

39% 55% 69% 81%

Are farm animals to blame for the rise of superbugs?

By Dr. Stephen Hawking, [Dr. David Martin](#) and [Dr. David Martin](#) for the Daily Mail

420

Livestock
80%

Humans
20%

10% 39% 55% 69% 81%

Superbugs can pass from animals to people through the environment, or via the meat we eat

Doctors must increasingly turn to 'last resort' drugs to treat life-threatening infections

Control Freaks Beware...



Antibiotic Use in Animal Agriculture

MYTH VS. REALITY



Antibiotic Use in Animal Agriculture

THERAPY VS. PRODUCTION GAINS



"Judicious Use of Antimicrobials"

- Guidance 209 – "The Judicious Use of Medically Important Antimicrobial Drugs in Food-Producing Animals"
- Developed in response to public health concerns over the potential for the development of antibiotic resistance associated with antibiotic use in animals
- Guidance 209:
 - Published as draft in June 2010
 - Finalized April 2012
 - Describes FDA's overall policy direction

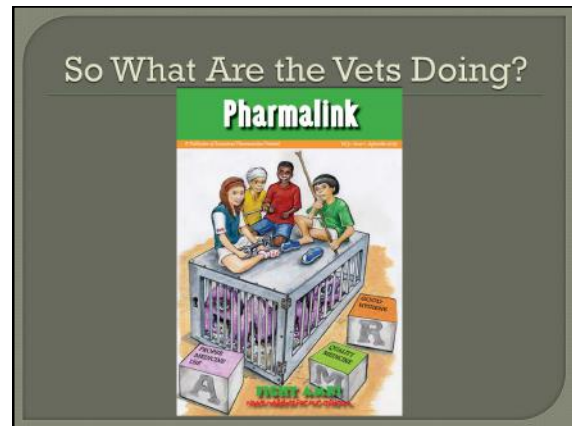


Judicious Use: Guidance 209

- Focus is on initiating steps to assure that medically important antimicrobial drugs are used as judiciously as possible.
- Antimicrobials must continue to be available to combat disease in animals,
 - Including treatment, control and prevention
- Goal: preserve availability of effective drugs (for both humans and animals)

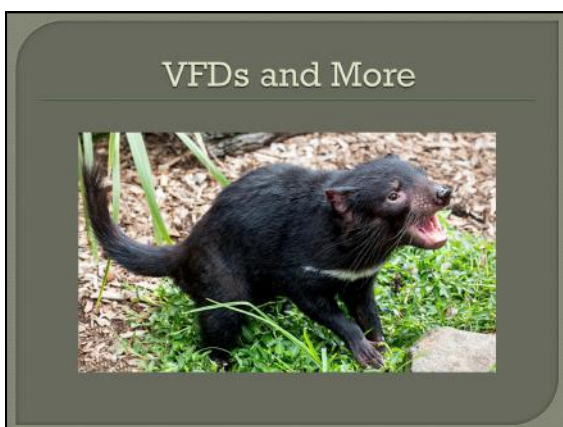
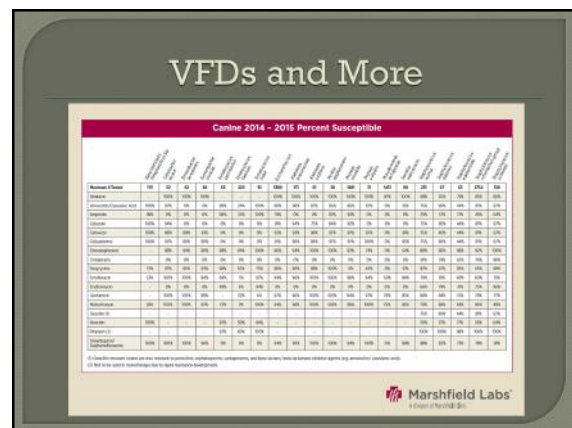
Judicious Use: Guidance 209

- Two key principles outlined in Guidance 209:
 - Limit use of medically important antimicrobial drugs to those uses considered necessary for assuring animal health (i.e., therapeutic purposes)
 - Increase veterinary involvement/consultation



VFDs and More

Unaffected	Affected
Non-Medically Important Products used exclusively in animals: <ul style="list-style-type: none"> - Ionophores - Polypeptides - Carbadox - Bambarmycin - Pleuromutilin 	Medically Important Products deemed "important for human medicine" and used by both animals and humans, such as: <ul style="list-style-type: none"> - Penicillins - Cephalosporins - Quinolones - Fluoroquinolones - Tetracyclines - Macrolides - Sulfas - Glycopeptides - Others
Therapeutic uses Still allowed under veterinary supervision to: <ul style="list-style-type: none"> - Treat animals diagnosed with an illness - Control the spread of illness in a herd - Prevent illness in healthy animals when exposure is likely 	
Production uses <ul style="list-style-type: none"> - Still allowed - Enhance growth or improve feed efficiency 	Production uses <ul style="list-style-type: none"> - No longer allowed - Enhance growth or improve feed efficiency



Shared Challenges



We Need You



Key points:

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- **Education of the public is the key.**
- **We need to work together with a consistent message.**



Thank You

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