



EMBARGOED UNTIL JANUARY 25, 2006

**FIRST-EVER STATEWIDE PROGRAM PROVIDES MICHIGAN RESIDENTS
OPPORTUNITY TO COMBAT ANTIBIOTIC RESISTANCE LOCALLY**

*CDC Foundation, Meijer and the Michigan Antibiotic Resistance Reduction Coalition
Urge Residents to Return Unused Antibiotics to their Local Meijer Pharmacy*

Detroit, MI – January 25, 2006 – The CDC Foundation announced today that it is joining forces with Meijer and the Michigan Antibiotic Resistance Reduction (MARR) Coalition to launch a statewide public health initiative aimed at educating consumers about the importance of appropriate antibiotic use. The program, called “Antibiotic Roundup,” asks Michigan residents to bring old or unused antibiotics to local Meijer pharmacies for disposal from January 25 through April 25, 2006. Consumers who participate in the program will receive educational material on behaviors that contribute to the spread and development of antibiotic resistance along with a free gift from Meijer.

“Antibiotic Roundup’s educational material and unique call to action - the collection and disposal of old and unused antibiotics - will help consumers better understand the importance of taking all of their medicine as prescribed by a healthcare professional,” stated Julie Rodgers, Manager of Public-Private Partnerships, CDC Foundation. “Using antibiotics correctly is the best way to decrease the spread of resistance.”

Over the last decade, many types of bacteria have become less responsive to antibiotic treatment, which is a significant threat to public health. These antibiotic-resistant bacteria can quickly spread through communities, creating infections that are more difficult to cure and more expensive to treat. According to recent research, rates of penicillin resistant *Streptococcus pneumoniae*, a bacteria that commonly causes serious

infections, range from 20 to 40% in the state of Michigan. This means that many *Streptococcus pneumoniae* infections are more difficult to treat with penicillin.

Repeated and improper use of antibiotics are primary causes of the increase in drug-resistant bacteria, which is why it is so important that the public understand when antibiotics work and when they do not. Antibiotics do not help fight viruses. Taking antibiotics when they are not needed - and cannot treat the illness - increases the risk of a resistant infection later.

“Patients must understand that antibiotics cure bacterial infections, not viruses like cold, flu and most sore throats,” said Mary Eley, Executive Director of MARR Coalition.

“When antibiotics are appropriate, however, they must be taken exactly as prescribed to work effectively.”

If a patient takes only part of their prescription, only the most vulnerable bacteria are destroyed, allowing resistant bacteria to survive and live on to infect others. Common behaviors such as skipping doses, stopping medication early, saving medication for a future illness or sharing prescriptions can contribute to the development of antibiotic-resistant bacteria. These noncompliant behaviors can result in treatment failure, additional doctor visits, need for additional drugs and increased medical costs.

Families and entire communities feel the impact when disease-causing bacteria become resistant to antibiotics. To learn more about the Michigan Antibiotic Roundup please call 888-246-2857 or visit www.reduce misuse.org.

About Meijer

Meijer Retail is a Supercenter with a full-service pharmacy, featuring over 40 departments with over 150 stores across the Midwest. Stores are open 24 hours a day, 364 days a year. Approximately 87 stores in Michigan will serve as hosts for the



Antibiotic Roundup Program, where new and existing customers can turn in unused antibiotics in exchange for valuable incentives.

About MARR

MARR is one of 30 state-based partners of the CDC's Get Smart: Know When Antibiotics Work campaign, and is a broad coalition of local professional and community organizations and individuals dedicated to promoting appropriate antibiotic use in the community. The coalition is collaborating with the CDC Get Smart team and program partners to ensure local implementation and support of the Roundup Program, while consulting on educational resources for campaign participants.

About CDC Foundation

The CDC Foundation is an independent, non-profit enterprise that forges effective partnerships between the Centers for Disease Control and Prevention (CDC) and others to fight threats to health and safety. The CDC Foundation was established to connect outside partners and resources with CDC scientists to build programs that can substantially enhance CDC's impact. The CDC Foundation works to raise funds to support activities for the CDC's Get Smart: Know When Antibiotics Work program, including the Antibiotic Roundup.

This program is also supported by U.S. Environmental Protection Agency (EPA) Region 5, Food and Drug Administration (FDA), Becton, Dickinson and Company and Michigan State Legislative Leaders.

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