What is Get Smart About Antibiotics Week?
Get Smart about Antibiotics Week is an annual effort to coordinate the work of CDC’s Get Smart: Know When Antibiotics Work campaign, state-based appropriate antibiotic use campaigns, non-profit partners, and for-profit partners during a one week observance of antibiotic resistance and the importance of appropriate antibiotic use.

Campaign 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 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.

How do Get Smart campaign partners help to promote appropriate antibiotic use?
There are many opportunities to collaborate in promoting appropriate antibiotic use, including, but not limited to:

- Providing education to healthcare consumers
- Distributing healthcare provider detailing sheets reviewing appropriate use guidelines
- Developing local level appropriate antibiotic use campaigns, including educational products
- Collaborating with Get Smart and local level programs on projects
- Exchanging in-kind services with Get Smart or local level campaigns
- Providing assistance to local level campaigns in producing educational materials or sponsoring events
- Delivering presentations on appropriate use to interested parties

How do I become a partner with the Get Smart campaign?
For more information on partnership opportunities, please contact us at getsmart@cdc.gov.