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### STEERING COMMITTEE

Center for Science in the  
Public Interest

Environmental Defense

Food Animal Concerns  
Trust

Global Resource Action  
Center for the Environment

Humane Society of the  
United States

Institute for Agriculture  
and Trade Policy

National Catholic Rural Life  
Conference

Natural Resources Defense  
Council

Physicians for Social  
Responsibility

Safe Tables Our Priority  
(S.T.O.P.)

Sierra Club

Union of Concerned  
Scientists

Waterkeeper Alliance

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## Keep Antibiotics Working Campaign Wins 2nd National PR Award

**Chicago** – *Keep Antibiotics Working: The Campaign to End Antibiotic Overuse* and its public affairs consulting firm, M+R Strategic Services, are among the three winners of the first annual "O'Dwyer Award for Public Communications." The honorees are featured in the February issue of *O'Dwyer's PR Report* (see story at [http://www.mrss.com/news/odwyers\\_award\\_feb06.pdf](http://www.mrss.com/news/odwyers_award_feb06.pdf)). According to Google, O'Dwyer's is the No. 1 website for original "public relations news."

Keep Antibiotics Working (KAW) is a coalition of health, consumer, agricultural, environmental, humane and other advocacy groups with more than 9 million members whose primary goal is to help combat the antibiotic resistance crisis in human medicine by ending the overuse and misuse of antibiotics in animal agriculture. The Union of Concerned Scientists (a KAW member) estimates that 70% of the total quantity of antibiotics and related drugs used in the U.S. are used as agricultural feed additives for chicken, hogs and beef cattle – not to treat illness, but rather to promote growth and compensate for crowded and stressful conditions at industrial-scale farms. In December, KAW ([www.KeepAntibioticsWorking.com](http://www.KeepAntibioticsWorking.com)) and M+R ([www.mrss.com](http://www.mrss.com)) won a Gold Magellan Award from the League of American Communications Professionals in the Community Relations: Non-Profit/Charity/Foundation category (see [http://www.KeepAntibioticsWorking.com/new/resources\\_library.cfm?refID=78265](http://www.KeepAntibioticsWorking.com/new/resources_library.cfm?refID=78265)).

KAW and M+R earned an O'Dwyer Award in the public affairs/environmental public relations category. The O'Dwyer awards program was created this year to highlight PR campaigns that show a high level of creativity in increasing public understanding of a product, service or issue. The program honors campaigns that are based on transparency and accountability; campaigns were judged on the number and effectiveness of media placements, as well as their success achieving tangible objectives such as affecting legislative and corporate change, according to O'Dwyer's news release (see [http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news\\_view&newsId=20060208005812&newsLang=en](http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20060208005812&newsLang=en)).

"It's an honor for the Keep Antibiotics Working coalition to receive a second award for our work on solving this important public health problem, the massive misuse and overuse of antibiotics in animal agriculture that is accelerating the antibiotic resistance crisis in human medicine," said Richard Wood, chair of the KAW steering committee and executive director for the Chicago-based Food Animal Concerns Trust. "The recognition by both O'Dwyer's PR Report and the League of American Communications Professionals of our

success with M+R's help in educating policymakers and the public about this health crisis is a great bonus.”

During 2005, Keep Antibiotics Working and M+R helped generate more than 1,500 print, radio and TV stories, editorials, letters to the editor and op-eds, reaching a combined audience of more than 49 million people. Among the topics covered were:

- The Food and Drug Administration's issuance of a final ban on the use of fluoroquinolone (Cipro-like) antibiotics in poultry, the first time that the FDA has ever banned use of an agricultural drug because of antibiotic resistance concerns.
- Petitioning the FDA to ban use of medically important antibiotics as feed additives, on the ground that such use violates the specific safety criteria laid out in the agency's own regulatory Guidance. The American Academy of Pediatrics and the American Public Health Association joined the formal Citizen Petition filed by KAW members Environmental Defense, Food Animals Concerns Trust, and the Union of Concerned Scientists.
- Adoption of a policy by Compass USA, the nation's second-largest food service company, requiring its pork and poultry suppliers to end growth-promotion use of antibiotics that are important in human medicine.
- Adoption of a policy by Bon Appetit Management Company (BAMCO), a leading food-service corporation, to require its turkey suppliers to produce turkey without using antibiotics that are important in human medicine as feed additives. BAMCO's earlier policy, adopted in 2003, applied to chicken but not turkey.
- Successful implementation by McDonald's Corporation of the policy it adopted in 2003 requiring chicken suppliers to forgo use of medically important antibiotics as growth promoters. KAW member Environmental Defense helped McDonald's, Compass USA and Bon Appetit craft their policies.

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