



February 19, 2009

Danny Wegman, CEO
Wegmans Food Markets, Inc.
1500 Brooks Avenue
PO Box 30844
Rochester, NY 14603-0844

Dear Mr. Wegman:

We have learned of your program to provide free antibiotics to your customers at Wegmans' 72 locations through March 31st. We at the Centers for Disease Control and Prevention (CDC) and the Infectious Diseases Society of America (IDSA), a professional society of approximately 8,500 infectious-diseases physicians, scientists, and other health care professionals, applaud Wegmans' concern for the health of its customers. Programs such as Wegmans' can be an economic benefit to families facing the rising cost of health care, especially during these tough economic times. We are writing to offer our assistance educating your customers on when antibiotics will help, and when they may cause more harm than good.

Easy access to affordable health care and medications are especially important during the "cold and flu season." At the same time, broad distribution of easy-to-understand consumer health information and media messages are also important to help consumers make the right health care choices. For that reason, we invite you to join CDC's **"Get Smart: Know When Antibiotics Work Campaign"** to increase public awareness of the proper use of antibiotics. Wegmans' prominent role in the daily lives of so many people gives you the opportunity to play a key part in these efforts throughout the year by offering campaign materials to customers in your 72 locations.

Antibiotics are essential in the treatment of many diseases and preserving their long-term effectiveness is an important public health concern for CDC and IDSA. Every year, tens of thousands of people are prescribed antibiotics for viral conditions, like colds and influenza. However, such conditions do not respond to antibiotic treatment. Taking antibiotics when not needed promotes the spread of antibiotic-resistant infections and creates public health risks.

Working together--with partners from pharmaceutical companies, managed care organizations, health care purchasers/insurers, pharmacy benefit management companies, businesses, community organizations, state and local health departments, federal agencies, health care providers, consumer advocacy groups and others--CDC proudly leads a national public education campaign to promote appropriate antibiotic use. The **"Get Smart Campaign"** delivers messages in a variety of mediums to encourage health care professionals and the public to know when antibiotics are needed for respiratory infections.



Studies have shown that many patients believe antibiotics are effective treatment for colds/flu. This results in increased demand for these drugs making it more difficult for health care providers to prescribe antibiotics appropriately. Avoiding unnecessary antibiotic use could reduce not only the public health threat of antibiotic resistance, but also the more immediate risk of adverse drug events to individual patients.

Won't you please join CDC in promoting the appropriate use of antibiotics by partnering with the **"Get Smart: Know When Antibiotics Work Campaign"** –starting with the distribution of educational materials in your 72 locations? CDC personnel will contact you within the next few weeks to discuss how Wegmans can get involved.

Please visit www.cdc.gov/getsmart to learn more about the **"Get Smart: Know When Antibiotics Work Campaign."**

Sincerely,

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Enclosures: "Get Smart: Know When Antibiotics Work Campaign" materials.