



**APC is joining the efforts of the CDC's
“Get Smart: Know When Antibiotics Work”
campaign in order to highlight the importance of antibiotic
resistance and appropriate antibiotic use/selection.**

International, as well as local US health agencies, have been strongly encouraging physicians to decrease the prescribing of antibiotics to treat common upper respiratory tract infections because antibiotic usage does not significantly reduce recovery time for these viral illnesses .

With a new cold/flu season us, APC anticipates increased office visits for the treatment of symptoms. In an effort to assist you in ensuring both the judicious use and appropriate selection of antibiotics, we are providing you with current treatment guidelines for three common URI diagnoses and for Otitis Media. We hope you find these helpful in deciding when to treat, and what to treat with.

APC'S Antibiotic Awareness Newsletter Schedule

Monday, October 6

- **INFORMATION ABOUT THE CDC GETSMART WEBSITE: AVAILABLE MATERIALS, TREATMENT GUIDELINE OVERVIEWS**

Tuesday, October 7

- **COUGH ILLNESS AND BRONCHITIS**

Wednesday, October 8

- **PHARYNGITIS**

Thursday, October 9

- **RHINITIS/SINUSITIS**

Friday, October 10

- **OTITIS MEDIA**