

**MEMORANDUM OF UNDERSTANDING  
BETWEEN THE  
CENTERS FOR DISEASE CONTROL AND PREVENTION AND  
(Insert Name of Company/Organization)**

**I. Purpose**

Under this agreement, the Centers for Disease Control and Prevention (CDC) will collaborate with (Insert Name of Company/Organization) in conducting an intervention project in (Insert Name of City/State), assessing the impact of a campaign to promote more judicious use of antimicrobial agents.

The project's aim is to decrease unnecessary use of antimicrobial agents through a multifaceted approach. This approach will include: 1) a direct mailing of educational materials to selected households in (Insert Name of City/State), 2) feedback to local primary care physicians of antimicrobial prescribing rates (obtained from selected (specify which) databases), 3) peer education of primary care physicians regarding the judicious use of antimicrobial agents, 4) provision of patient educational materials to physicians for distribution in their offices, and 5) provision of patient educational materials through local pharmacies. The intervention's impact will be evaluated by measuring the rate of antimicrobial use among a subset of ((Insert Name of City/State) residents in the intervention area compared with an area not receiving the intervention, by surveying patients regarding their knowledge and satisfaction with office visits, and by conducting focus groups of physicians that discuss remaining barriers to judicious use.

CDC will benefit from the collaboration with (Insert Name of Company/Organization) by determining effective ways to reduce antimicrobial use in a community, which in turn may reduce the prevalence of bacterial infections caused by resistant organisms. Reducing the prevalence of resistant bacteria is in keeping with CDC's role of health promotion and disease prevention. (Insert Name of Company/Organization) will benefit from the collaboration if consumers turn to symptomatic therapy for colds and influenza rather than antimicrobial agents. In addition to (Insert Name of Company/Organization), CDC will have other collaborators in the intervention project including managed care organizations (Insert Name of Specific Organization), public health, academia, and industry (Insert Name of Specific Industry). These multiple collaborations are important in order to provide broad patient and physician education that will lead to an effective intervention and resulting measurable behavior change. (Separate memoranda will address agreements with these other agencies as needed.)

**II. Background**

Antimicrobial resistance has become a major concern in both inpatient and outpatient settings, effecting treatment decisions some health care providers make several times each day. Decreasing the unnecessary use of antimicrobial agents is a key approach to decreasing the spread of antimicrobial resistance. CDC has established a nationwide campaign to educate physicians

and the public about the appropriate use of antibiotic therapy and the potential harm of unnecessary use. To educate these consumers, CDC has developed pamphlets, posters, prescription pads for symptomatic therapy, and a video. For this project, the major focus of patient education activities will be in the context of a physician office visit. This approach targets those persons who most frequently use medical care and are most likely to frequently fill antibiotic prescriptions. In addition, by educating physicians who in turn advise patients, the message may have greater credibility and, by facilitating communication between doctor and patient, may improve medical care generally. We will also provide information to the general public through less conventional means, including direct mailing of information and distribution of pamphlets through local pharmacies. Involving local pharmacists may provide a resource outside physicians' offices for persons with questions about the types of symptoms that do and do not require antimicrobial therapy.

The main purpose of the intervention project is to measure the effectiveness of these educational efforts in the (Insert Name of City/State) area. The project will involve an intense educational campaign among primary care providers and the public along with an assessment of the rate of antimicrobial prescribing before and after the intervention using managed care databases. CDC, along with other organizations, will provide assistance with design of the intervention project, data analysis, and dissemination of result. The role of (Insert Name of Company/Organization) will be to facilitate meetings held to plan and analyze the intervention and to support the educational campaign.

### **III. Substance of Understanding**

#### **A. Design and implementation of intervention project:**

1. *Goals and intended benefits:* The goal of the intervention project is to measure the effect of a campaign to encourage judicious antibiotic use on the number of antibiotic prescribed.

2. *Role and responsibilities of each partner:* CDC will provide technical expertise for the intervention project. This will include assisting with project design, data collection, data analysis, and reporting of results of the intervention's effectiveness to other public health practitioners and to the medical community. (Insert Name of Company/Organization) will arrange collaboration between CDC and other partners in the project, including (Insert Name of Specific Organization/Industry), local academic physicians, and state and local public health officials.

3. *Resources and commitments:* CDC investigators will attend meetings and conference calls for planning, data collection and analysis and will provide expertise for all aspects of the project. (Insert Name of Company/Organization) may arrange travel of CDC investigators to meetings held in (Insert Name of City/State) and, in conjunction with (Insert Name of Organization/Industry), will facilitate meetings of local collaborators as needed.

4. *Reporting requirements:* CDC and (Insert Name of Company/Organization) will maintain open communication regarding the progress of project implementation and design.

B. Printing and distribution of patient educational materials:

1. *Goals and intended benefits:* The goal of the materials (including a brochure, video, and fact sheets) is to educate patients/parents about the role of antibiotics in the development and spread of antimicrobial resistance and the potential harm associated with unnecessary antibiotic use. This will contribute to promotion of more judicious antibiotic use by decreasing consumer demand for unnecessary antibiotics.

2. *Role and responsibilities of each partner:* (Insert Name of Company/Organization) has agreed to reprint copies of a full color brochure developed by CDC. In addition, (Insert Name of Company/Organization) will coordinate a direct mailing of the brochure to a subset of (Insert Name of Organization/Industry) members in (Insert Name of City/State) and may facilitate the distribution of educational materials through (Insert Name of Organization/Industry) and primary care providers' offices. CDC will provide technical assistance for the development of the materials and selection of the target audience. CDC will review all new materials before they are distributed.

The direct mailing will consist of an envelope containing an address card, the CDC brochure discussing when antibiotics should and should not be used, and a brochure developed by (Insert Name of Company/Organization) about the role of symptomatic therapy rather than antibiotics for cold and influenza symptoms. The (Insert Name of Company/Organization) brochure will mention (Insert Name of Product) products and the mailing will include a sample of (Insert Name of Product). Wording used in mailed materials to describe the relationship between CDC and (Insert Name of Company/Organization) will include:

A) "Important information from the whole family from the Centers for Disease Control and Prevention, (Insert Name of Organization/Industry), and (Insert Name of Product). Brought to you by (Insert Name of Product)." This will appear on the envelope and address card.

B) "The Centers for Disease Control and Prevention has provided some information in this brochure to help promote the proper use of antibiotics." This will appear on the front of the (Insert Name of Company/Organization) brochure.

C) "The Centers for Disease Control and Prevention does not endorse any individual health care plan or product." This will appear on the back of the (Insert Name of Company/Organization) brochure.

3. *Resource commitments:* CDC will provide resources to develop the CDC brochure and for development and copying of other educational materials including a prescription pad for symptomatic therapy, a video and fact sheets. CDC also will provide

information for and review of the brochure to be developed by (Insert Name of Company/Organization). (Insert Name of Company/Organization) will develop a brochure and provide resources for copying and distributing the materials as specified above.

4. *Modification and reproduction:* CDC retains exclusive rights to modify the educational materials developed by CDC. Neither (Insert Name of Company/Organization) nor its agent may make modifications to these materials unless written consent and approval is obtained from CDC. (Insert Name of Company/Organization) may modify the brochure developed by (Insert Name of Company/Organization) for the mailing but any changes must be reviewed and approved by CDC prior to distribution. CDC, (Insert Name of Company/Organization), and other partners in the judicious antibiotic use campaign, such as professional societies, (Insert Name of Organization/Industry), and state and local health departments, may make additional copies of the materials as needed.

5. *Reporting requirements:* (Insert Name of Company/Organization) will report to CDC the number of brochures distributed and some demographic characteristics of the persons or physicians who receive them (e.g., geographic area for the general public and specialty, geographic area and practice type for physicians).

C. Physician educational campaign:

1. *Goals and intended benefits:* The goal of the campaign is to educate primary care providers about the role of antibiotics in the development and spread of antimicrobial resistance and about the principles of judicious antibiotic use developed by CDC and the American Academy of Pediatrics. Judicious antibiotic prescribing should lead to a measurable decrease in the number of antibiotic prescriptions written.

2. *Role and responsibilities of each partner:* CDC will develop a slide set that can be used by physician peer-educators or by physician opinion leaders to educate others. CDC personnel may provide information for, attend, or present information during educational meetings of physicians. In addition, CDC will develop and print academic detailing sheets for physician education regarding appropriate antibiotic use and note pads resembling prescription pads that can be used by providers to recommend symptomatic therapy for patients with viral illnesses. (Insert Name of Company/Organization) may facilitate or arrange the meetings held to educate physicians.

3. *Resource commitments:* CDC will develop and print the physician educational materials and may present information during educational meetings. (Insert Name of Company/Organization) may provide resources to conduct educational meetings.

4. *Modification and reproduction:* CDC retains exclusive rights to modify the

physician educational materials. Neither (Insert Name of Company/Organization) nor its agent may make modifications to the materials unless written consent and approval is obtained from CDC. CDC, (Insert Name of Company/Organization), and other collaborators in the judicious antibiotic use campaign, such as professional societies, (Insert Name of Organization/Industry), and state and local health departments, can make additional copies of the materials as needed.

5. *Reporting requirements:* CDC or a project collaborator will report to (Insert Name of Company/Organization) the number of educational events, their purpose, and the attendance at each event.

#### **IV. General Provisions**

A. This agreement is not intended to, and does not, and may not be relied upon to create a right or benefit, substantive or procedural, enforceable at law by a party against the United States.

B. Any information shared with CDC pursuant to this agreement will be in the public domain unless exempt from disclosure under the Freedom of Information Act, 5 U.S.C. ' 552, or other applicable federal statutes or regulations.

C. By entering into this agreement, CDC does not directly or indirectly endorse any product or service of (Insert Name of Company/Organization) or any other private entity, whether directly or indirectly related to this agreement. (Insert Name of Company/Organization) shall not in any way state or imply that this agreement or activities conducted pursuant to the agreement is an endorsement of any product or service by the Government or any of its organizational units or employees. (Insert Name of Company/Organization) shall not use the name of CDC in any advertising, packaging, or promotional material in connection with this agreement except with the written permission of CDC or as may be required by law.

#### **V. Liaison Officers**

A. Centers for Disease Control and Prevention  
Drs. Benjamin Schwartz and Cynthia Whitney  
Centers for Disease Control and Prevention  
1600 Clifton Road MS-C23  
Atlanta, GA 30333  
Phone 404-639-2215  
Fax 404-639-3970

B. (Insert Name of Company/Organization)  
Representative

Mailing Address  
Phone numbers

**VI. Period of Understanding and Termination**

Upon acceptance by both parties, the term of this MOU is for two years; however, the MOU will automatically renew itself annually unless terminated, in writing, by either party. CDC or (Insert Name of Company/Organization) may terminate this Agreement upon 30 days written notice. This MOU may be modified by mutual consent by both parties.

**VII. Approving Signatures**

Centers for Disease Control and Prevention

(Insert Name of Company/Organization)

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Signed: \_\_\_\_\_