

[NAME OF PUBLIC SERVICE DIRECTOR]
[TITLE]
[NAME OF PUBLICATION/STATION]
[STREET ADDRESS]
[CITY], [STATE], [ZIP CODE]

Dear [NAME OF PUBLIC SERVICE DIRECTOR],

Cold and flu season is here — and thousands of people will request antibiotic prescriptions from their doctors to cure their sniffles and sneezes. The problem is, antibiotic treatment doesn't work for viral infections like colds and flu. However, most people either *don't know* or don't believe that antibiotics don't work. This cold and flu season, you can assist the Centers for Disease Control and Prevention in setting the record straight by [AIRING/PUBLISHING] the enclosed PSA from the *Get Smart: Know When Antibiotics Work* campaign [THROUGH YOUR STATION/IN YOUR PUBLICATION].

Inappropriate antibiotic use is a major public health concern because it increases the risk of widespread antibiotic resistance. That's why the CDC launched this multi-faceted, national campaign to educate consumers about appropriate antibiotic use. Just look at the facts:

Most infections are caused by two main types of germs — bacteria and viruses. Antibiotics kill bacterial infections, like strep throat and sinusitis; not viral infections, like colds and flu. Viruses cause most upper respiratory illnesses, such as colds and flu. Taking antibiotics for viral infections jeopardizes the usefulness of essential drugs by promoting antibiotic resistance.

[NAME OF STATE/COUNTY HEALTH DEPARTMENT] is partnering with CDC to promote the *Get Smart* campaign throughout [NAME OF STATE/LOCAL COMMUNITY]. We would welcome your support for this important initiative. By [AIRING/PUBLISHING] the enclosed PSA you will deliver vital health care information to the community and play a major role in this high profile public health effort.

I will call you soon to offer additional information and discuss the various opportunities for you to become a partner. In the meantime, please call me at [WORK TELEPHONE NUMBER], if you have any questions. Thank you in advance for your consideration.

Sincerely,

[NAME]

[TITLE]