



15 March 2017

Your views on advertising antibiotics

MPI's Agricultural Compounds and Veterinary Medicines (ACVM) group is looking at the prudent use of antibiotics. As part of this work, they want to know what vets think about advertising antibiotics.

Since 2007, advertising of restricted veterinary medicines (including antibiotics) has been allowed in New Zealand. World Organisation for Animal Health (OIE) [guidance](#) recommends that antimicrobials should only be advertised to people who are authorised to prescribe them, and shouldn't be advertised to the food animal producer.

What do you think?

Please [complete this survey](#) by **Sunday 26 March**.

This is a joint survey by NZVA and VCNZ. Your answers will remain anonymous.