

2019 Veterinary Science CDE Team Activity

The roll of the veterinarian, and the Veterinary-Client-Patient Relationship (VCPR),in using antibiotics in livestock responsibly.

At Convention:

You work for a mixed animal practice with four veterinarians and twenty-five support staff.

Last week one of your largest beef cattle customers made headlines in the news for “misleading” customers about raising organic beef. This client is a responsible producer who uses antibiotics judiciously and only on animals exhibiting sickness. The local newspaper has contacted your clinic for a statement. As a result of this headline your veterinary team feels empowered to help stop negative news.

Work with your team to create a response to the journalist and a plan to help create positive media for responsible livestock producers.

Judges Ask:

What defines a VCPR?

What steps should be taken between the client and the veterinarian to maintain the VCPR?

How should livestock producers help educate the public on responsible antibiotic use?

How should your practice help promote positive impressions of livestock producers?