



Lesson Plan

Zoetis: Responsible Use of Antibiotics

Created: 05/2016 by the National FFA Organization

STUDENT LEARNING OBJECTIVES

After completing these activities students will...

1. List three safeguards in protecting meat, poultry and dairy products for consumers.
2. Describe a Veterinary Feed Directive.
3. Discuss the importance of using antibiotics responsibly.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. Videos (Youtube Playlist) – Zoetis: Responsible Use of Antibiotics:
<https://www.youtube.com/playlist?list=PLIchSMqJdLBrQm8zeXN1yfVfUzqIHRIQI>

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Vets and Meds: Why and How?" worksheet for each student.
2. Internet access for students to complete the worksheets.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. A portion of an animal systems curriculum.
2. A portion of a food products/processing systems curriculum.
3. A portion of an agricultural companies lesson/unit.

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

AFNR Performance Element

- CS.01: Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food and Natural Resources Cluster.
- CS.06: Analyze the interaction among AFNR systems in the production, processing and management of food, fiber and fuel and the sustainable use of natural resources.

FFA Precept

- FFA.PG-J.Mental Growth: Embrace cognitive and intellectual development relative to reasoning, thinking and coping.
- FFA.CS-M.Communication: Effectively interact with others in personal and professional settings.

Common Career Technical Core

- AG1: Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food and Natural Resources Cluster.
- AG6: Analyze the interaction among AFNR systems in the production, processing, and management of food, fiber, and fuel and the sustainable use of natural resources.

NASDCTEC

- AGC02.02: Employ the use of technical information effectively to maintain and communicate records and reporting procedures commonly used in the AFNR cluster.
- AGC05.02: Identify how key organizational systems affect organizational performance and the quality of products and services to demonstrate an understanding of how AFNR systems are managed and improved.
- AGC10.03: Compare and contrast issues affecting the AFNR industry including biotechnology, employment, safety, environmental and animal welfare to demonstrate an understanding of the trends and issues important to careers in this industry.

Common Core- Reading: Informational Text

- CCSS.ELA-Literacy.RI.9-10.4: Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper).

Common Core- Writing

- CCSS.ELA-Literacy.W.9-10.1 Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

Common Core- Speaking and Listening

- CCSS.ELA-Literacy.SL.9-10.1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts and issues, building on others' ideas and expressing their own clearly and persuasively.

Common Core- Science & Technical Subjects

- CCSS.ELA-Literacy.RST.9-10.4: Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9-10 texts and topics.

Common Core- Literacy in Science & Technical Subjects: Writing

- CCSS.ELA-Literacy.WHST.9-10.1: Write arguments focused on discipline-specific content.
- CCSS.ELA-Literacy.WHST.9-10.6: Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information and to display information flexibly and dynamically.

AFNR Career Ready Practices

- CRP.02.: Apply appropriate academic and technical skills. Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive.
- CRP.04.: Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.

Partnership for 21st Century Skills

- Communication
- Critical Thinking and Problem Solving
- Information, Communications and Technology Literacy

LESSON PLAN:

1. Introduction:

We know that as food comes from the farm to our tables, a lot happens in between.

Ask students the following questions to begin talking about product delivery and its effects:

1. What happens to food between the farm and our table?
2. How do producers ensure safety and quality?
3. And other similar questions to gauge the awareness and understanding level of food product processing.

- a. *Transition:* Zoetis, a global animal health company, does a good job introducing us to the important role veterinarians and producers play in using antibiotics responsibly.....

2. Activity: Distribute the handout "Vets and Meds: Why and How?" to each student. Give instructions for them to fill out the worksheet.

- a. Show, or have students watch on their own, the video playlist *Zoetis: Responsible Use of Antibiotics*. The direct URL is <https://www.youtube.com/playlist?list=PLChSMqJdLBrQm8zeXN1yfVfUzqlHRIQI>
 - i. *Note:* There are four videos that are included in the playlist. Each video is very short, so be prepared to pause frequently for students to capture answers, or make them aware before you ask them to complete the worksheet.
 1. *Food Safety and the Role of the Veterinarian* – 0:40
 2. *The Veterinarian's Role in Responsible Antibiotic Use on the Farm* – 0:30
 3. *Tips to Implement a Veterinary Feed Directive* – 0:45
 4. *Why We're Committed to the Responsible Use of Antibiotics* – 0:35

3. Follow-up: Have students discuss the last question about why they think the responsible use of antibiotics is important with another student. Facilitate a class wide discussion revolving around their thoughts and their reasoning.

4. Leveling Up: As an additional activity, have students research the regulation (Veterinary Feed Directives) that will take effect in December of 2016. Require that they report their findings to the classroom.

- a. Encourage students with supervised agricultural experiences (SAE) that would be effected by this regulation study the rules.

NAME: _____

Aligned to the following standards:

CS.01; CS.06; AG1; AG6; AGC02.02; AGC05.02; AGC10.03; CCSS.RI.9-10.4; CCSS.W.9-10.1; CCSS.SL.9-10.1; CCSS.RST.9-10.4; CCSS.WHST.9-10.1; CCSS.WHST.9-10.6; CRP.02; CRP.04

Vets and Meds: Why and How?

DIRECTIONS:

Check out the four videos on Zoetis' YouTube playlist *Responsible Use of Antibiotics* by following the link, <https://www.youtube.com/playlist?list=PLIchSMqJdLBrQm8zeXN1yfVfUzqIHRIQI>. Review the videos to complete the questions below.

 Video 1 <i>Food Safety and the Role of the Veterinarian</i>	List the three layers of protection that safeguard meat, poultry and dairy products. How do they provide that protection?
 Video 2 <i>The Veterinarian's Role in Responsible Antibiotic Use on the Farm</i>	What is the role of a veterinarian in the responsible use of antibiotics on the farm? Why do you think their role is important?
 Video 3 <i>Tips to Implement a Veterinary Feed Directive</i>	What will start in December 2016? How will farmers follow that regulation? What is included on the document?
 Video 4 <i>Why We're Committed to the Responsible Use of Antibiotics</i>	Why does Zoetis think producers and companies should be responsible using antibiotics? Why do YOU think producers and companies should be responsible using antibiotics?

NAME: _____

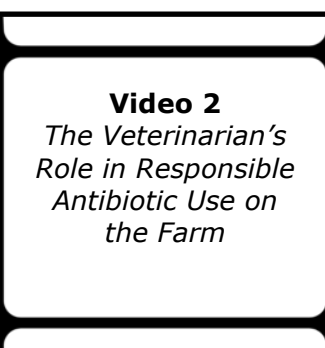
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CS.01; CS.06; AG1; AG6; AGC02.02; AGC05.02; AGC10.03; CCSS.RI.9-10.4; CCSS.W.9-10.1; CCSS.SL.9-10.1; CCSS.RST.9-10.4; CCSS.WHST.9-10.1; CCSS.WHST.9-10.6; CRP.02; CRP.04

Vets and Meds: Why and How?

DIRECTIONS:

Check out the four videos on Zoetis' YouTube playlist "Responsible Use of Antibiotics" by following the link, <https://www.youtube.com/playlist?list=PLICHSMqJdLBrQm8zeXN1yfVfUzqIHRIQI>. Review the videos to complete the questions below.

 Video 1 <i>Food Safety and the Role of the Veterinarian</i>	List the three layers of protection that safeguard meat, poultry and dairy products. How do they provide that protection? <i>1. FDA Rules and Regulations. Requires antibiotics meet rigorous standards for effectiveness, safety and quality before approving use in food animals.</i> <i>2. Vet Oversight. Farms work with food-animal veterinarians to ensure food safety and animal welfare are preserved.</i> <i>3. Product Testing. Products are tested for the presence of residues to ensure the safety of the food supply.</i>
 Video 2 <i>The Veterinarian's Role in Responsible Antibiotic Use on the Farm</i>	What is the role of a veterinarian in the responsible use of antibiotics on the farm? <i>Guide the farmer in the administration of medicine. Vets follow the directions on the approved products label and use only the amount needed to treat the problem.</i> Why do you think their role is important? <i>Answers will vary: health and safety of animal, medicine used appropriately, farmers may not know all the rules and regulations, makes sure the consumers of those animals are protected, etc.</i>
 Video 3 <i>Tips to Implement a Veterinary Feed Directive</i>	What will start in December 2016? <i>The use of all medically important antibiotics in feed will require a veterinary feed directive.</i> How will farmers follow that regulation? <i>Obtain a VFD from a licensed vet before using any feeds containing antibiotics. Make sure the veterinarian is a part of a valid veterinarian-client-patient relationship (VCPR).</i> What is included on the document? <i>Location, indication for use, medication to be used.</i>
 Video 4 <i>Why We're Committed to the Responsible Use of Antibiotics</i>	Why should producers and companies be responsible using antibiotics? <i>It promotes animal health through the use of vaccines and prevention programs. Help identify and properly diagnose animals that are sick or at risk. Treat animals with the right medications, at the right time, with the right doses, while adhering to withdrawal times. Antibiotics will remain effective. It also means happy and healthy animals.</i> Why do YOU think producers and companies should be responsible using antibiotics? <i>Similar answers – using their own logic.</i>