

Objective 5

Seek to encourage the proper use of veterinary medicines and actively discourage improper use.

Prepare a strategy for raising public awareness of the regulatory process by 31 March 2006

Expected outcome

Strategy agreed.

Outcome

Not completed because of other priorities.

Evaluated by

N/A.

Investigate and prosecute those involved with the deliberate marketing of illegal veterinary medicinal products including those who knowingly purchase or use unauthorised veterinary medicinal products

Expected outcome

To continue to see successful prosecutions of those involved in dealing with illegal veterinary medicinal products.

Outcome

This year saw a great deal of progress in pursuing cases of illegal veterinary medicines. We achieved ten successful prosecutions of those marketing and administering illegal veterinary medicines, with fines (including costs) ranging from £500 to £13,000, with one repeat offender being given a six-month prison sentence. Those prosecuted were found guilty of dealing in illegal medicines for use in both food and non-food producing species.

Evaluated by

A monthly report on enforcement issues ensured the CEO and other senior officials were kept abreast of developments.

Continue to improve procedures for the rapid publication of prosecution results and the naming of offenders

Expected outcome

Details of all prosecutions and offenders names to be published on the VMD website.

Outcome

Information on all prosecutions has been published on the VMD's website. Defra press release notices were issued for the majority of cases and local press coverage ensured countrywide publicity. Following the introduction of the Veterinary Medicines Regulations 2005, new powers enabled us to publish the names of those in possession of illegal veterinary medicines.



Evaluated by

Feed back received has indicated that the publicity afforded to those found guilty of dealing in illegal veterinary medicines is having a positive effect. The number of detected cases of the sale of illegal veterinary products was lower than in previous years.

Help RUMA³¹ prepare guidelines to encourage the responsible use of veterinary medicines

Expected outcome

Responsible use of Medicines Alliance (RUMA) to publish guidelines on the responsible use of antimicrobials for farmed animals.

Outcome

We worked closely with RUMA and their partners from Government in providing advice on draft guidelines encouraging the responsible use of antimicrobials used to treat farmed animals. The guidelines were published in September 2005, with those for dairy and beef cattle being launched at the Dairy Event in Stoneleigh.

Evaluated by

Guidelines on the Responsible Use of Antimicrobials for sheep, pigs, poultry and dairy and beef cattle published on the RUMA web pages in September 2005. Hyperlinks are provided on the VMD website.

Help industry groups provide advice to farmers on dealing with the ban on antibiotic growth promoters from 1 January 2006

Expected outcome

Information is available to the farming industry on ways of farming without antibiotic growth promoters.

Outcome

In consultation with industry groups we have developed a list of sources of guidance on farming without antimicrobial growth promoters and have provided hyperlinks to this information on the VMD's website. The farming community have been aware of the impending ban for some time and so were prepared for the change.

Evaluated by

Farmers and members of the general public have been referred to the information but few have asked supplementary questions, which gives an indication of the usefulness of the material.

Establish Project Team to determine proposals for increasing product availability by June 2005

Expected outcome

Project Team in place.

Outcome

Not completed because of other priorities.

31. You can find out more about RUMA via www.ruma.org.uk

Evaluated by

N/A

Introduce legislation for an exemption scheme for products marketed for use in certain non-food species by November 2005

Expected outcome

Implementation of the Scheme to minimise the risk to animals and their owners of using an illegal veterinary medicine.

Outcome

The Small Animal Exemption Scheme was implemented in accordance with the Veterinary Medicines Regulations 2005, and received the full support of industry. The Scheme applies to veterinary medicinal products placed on the UK market and labelled exclusively for use in aquarium fish, cage birds, ferrets, homing pigeons, small rodents, and terrarium animals.

We worked closely with industry in agreeing many of the more difficult nuances, and widely publicised details of the Scheme via our website, meetings, presentations to those affected, visits to appropriate trade shows, and magazine articles. Whilst the Scheme is in its infancy we will continue to liaise regularly with industry to ensure a successful final implementation.

Evaluated by

Regular two-way communication with industry.

Continue to publicise the work of the Enforcement Team through attendance at trade shows, county shows and by publishing articles regularly in magazines and journals

Expected outcome

Trade shows visited during the year and articles published.

Outcome

Twenty-four shows were visited by either the Enforcement Team or the Animal Medicines Inspectors and issues concerning the marketing and sale of legal and illegal products were discussed with exhibitors. A number of articles concerning the marketing, distribution and sale of illegal veterinary medicines were published in a wide range of magazines and journals.

Evaluated by

Feedback from show visits and published articles was generally positive. New contacts were established and where appropriate followed-up by referral to Defra's Investigation Branch.

Continue to collect and collate antimicrobial sales data and report annually, and provide advice as required

Expected outcome

Report of Antimicrobial Sales Data³² for 2004 published.

32. You can access the Antimicrobial Sales Data report via www.vmd.gov.uk under Publications



Outcome

The Antimicrobial Sales Data for 2004 report was published during the year and is now available on the VMD website. This was the seventh report in the series. Once again the DARC group cleared the report at one of their four meetings held during the year. The Overarching Antimicrobial Resistance Report for the UK, which will pull together all relevant veterinary and human data collected and published by Defra and other Government Agencies, is now in the final stages of drafting.

Evaluated by

Comments received on the report.