



FDA, Center for Veterinary Medicine Advertising & Promotion Oversight Update Food and Drug Law Institute - 2017



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FDA Center for Veterinary Medicine

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CVM's Center Director

Meet Dr. Steven Solomon, Director, Center for Veterinary Medicine

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Dr. Steven Solomon was appointed Director of the Food and Drug Administration's Center for Veterinary Medicine in January 2017. Dr. Solomon previously served as the Deputy Associate Commissioner for Regulatory Affairs within the Food and Drug Administration's Office of Regulatory Affairs. He joined FDA in 1990 as a Veterinary Medical Officer in the Center for Veterinary Medicine, and has served in various policy and leadership positions in the Office of Regulatory Affairs' Office of Enforcement, Office of Regional Operations and as the Assistant Commissioner for Compliance Policy. He also served in the Office of Global Regulatory Operations and Policy.

Dr. Solomon has a Doctor of Veterinary Medicine from Ohio State University and a Master's in Public Health from Johns Hopkins University.

Contact FDA

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Center for Veterinary Medicine

Food and Drug Administration
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<https://www.fda.gov/AboutFDA/CentersOffices/ucm193992.htm>



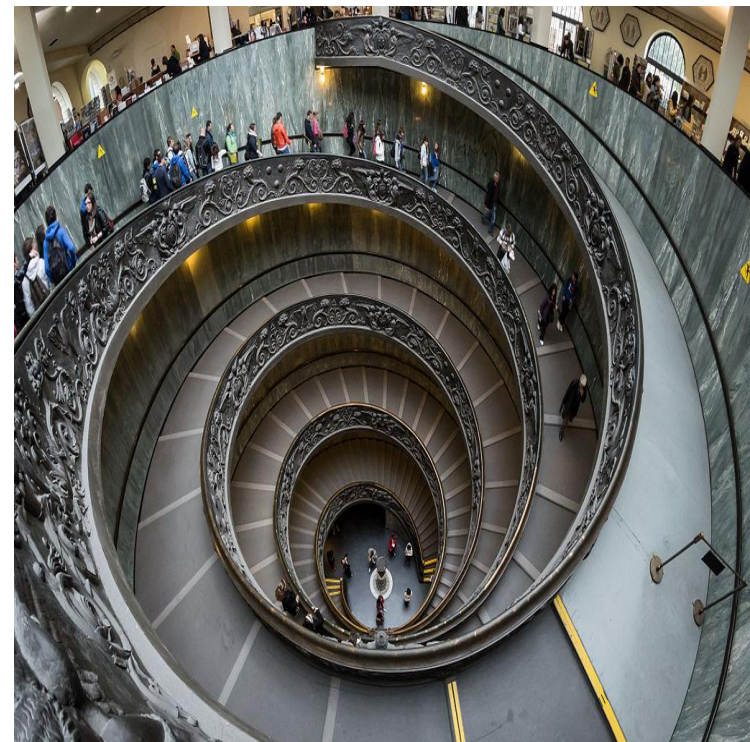
CVM's Mission

- Protecting Human and Animal Health
 - Human Food Safety
 - Human User Safety
 - Target Animal Safety
 - Animal Drug Effectiveness – prevent indirect hazards



Overview

- Special Considerations
- Particular Concerns



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Special Considerations

- Variation in Animal Patient Populations
 - Number of Species
 - Disparity in size

- Food Animals
 - Drug residues in food
 - Drug depletion not the same in all species



Particular Concerns

- Appropriate Risk Communication
 - Human food safety information including drug withdrawal time
 - Human exposure safety information
 - Target Animal Safety
- Unsubstantiated Claims and Conclusions



Consumers deserve truthful, balanced and non-misleading information





CVM Contact Information

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Form FDA 2301 (drug experience reporting) and Form FDA 1932 (adverse drug experience reporting) may be obtained on the Internet at <https://www.fda.gov/AboutFDA/ReportsManualsForms/Forms/>, by telephoning the Division of Surveillance (HFV-210), or by submitting a written request to the following address: Food and Drug Administration, Center for Veterinary Medicine, Division of Surveillance (HFV-210), 7500 Standish Pl., Rockville, MD 20855-2764.

