

FDA Risk Communication Advisory Committee
Hilton Washington DC/Rockville, 1750 Rockville Pike, Rockville, MD 20852
AGENDA: May 16, 2008

8:00 Call to Order

8:05 Introductions of Committee Members

8:15 Conflict of Interest Statement – Designated Federal Officer

**8:20 Overview of MedWatch Statement in DTC Print Ads &
Presentation of Proposed Experimental Study**

Kathryn J. Aikin, Ph.D., Social Science Analyst, Division of Drug Marketing, Advertising
and Communications, Center for Drug Evaluation and Research

9:00 Committee Discussion

10:15 Break

10:30 Open Public Hearing

11:30 Committee Discussion, continued

12:00 Lunch

1:00 Committee discussion summary

2:30 Adjourn