

FDA's Field Public Affairs Specialists (PASs)

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Today's Discussion

- FDA's communication goals
- The Office of Regulatory Affairs (ORA)
Field Public Affairs Specialists (PASs)
- Role of the PASs
- How they reach their communities
- PAS Outreach
- Communications challenges



FDA Communication Goals

- Facilitate internal/external information exchange
- Give consumers timely, understandable, useful, actionable information
- Foster and maintain public trust



ORA PASs

- Currently 30 PASs
- Spread across ORA's five regions (20 districts)
- Key links between FDA & our constituents throughout the U.S. & Puerto Rico
- Serve as community-based educators
- Reach the grass roots level audience



Five Regions of the Office of Regulatory Affairs (ORA)



Role of ORA's PASs

- Respond to consumer, health professionals, academia, health educator, media, industry, and Federal, state and local official requests regarding FDA-regulated products
- Primary focus of outreach has been consumers
- Serve the general public and also traditionally underserved populations such as women, seniors and ethnic communities



How the PASs Reach Their Communities

- Plan, develop and conduct presentations, workshops and seminars
- Design and staff local exhibits and assist with national exhibit programs
- Work with Federal, state and local governments and organizations
- Conduct outreach programs for minority populations
- Facilitate and implement special national and local educational programs
- Work with local media



PAS Outreach

- Conference and training for women in Dallas, TX
- Senior citizens in Alameda, CA
- Multi-cultural audience in Central Florida
- Elderly and people with disabilities in Massachusetts
- Ethnic community in Southern California



Communication Challenges

- Some PASs are accountable for up to six states
- Variety of audiences and expectations
- Issues are scientific and regulatory
- Issues may be emotional



Conclusions

- Communications is a responsibility and top priority for FDA
- A real will and desire to keep the public informed
- ORA's public affairs specialists are innovative and dedicated towards reaching their individual communities
- Let us know how we are doing



How to Contact an ORA Public Affairs Specialist

- Phonebook

- FDA Web Site at:

www.fda.gov/ora/fed_state/DFSR_Activities/dfsr_pas.html

