



Goal: Expand FDA's Capacity to Generate and Oversee Risk Communication

Susan C. Winckler, RPh, Esq.
Chief of Staff
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Strategies to Expand FDA's Capacity-1

- Streamline/coordinate development of communication messages and activities
- Plan for crisis communications
- Streamline research and testing
- Clarify staff roles/responsibilities in creating and clearing messages

Strategies to Expand FDA's Capacity-2

- Increase involvement of decision/behavioral science expert staff
 - By having more staff
 - Involving more in message development
- Improve effectiveness of Web site
 - Use of new web tools
- Enhance partnering to improve two-way communication

Discussion Topics-1

- After reviewing the Capacity Goal of the draft RC Strategic Plan,
 - What strategies could be further clarified to better support this goal?
 - What strategies might we consider adding for this goal?
 - What additional scientific questions need to be addressed to meet this goal?

Discussion Topics-2

- The strategies for our Capacity Goal include several for streamlining processes for research and testing, trying to balance needs for scientific validity and for speed.
- What types of questions can we reasonably answer through using in-house “surrogate” audiences or variations on standard customer satisfaction surveys or focus groups?
- What types of questions require larger or more representative samples?
 - Please provide suggestions or examples about approaches that would most effectively capture both ends of the spectrum.



Questions and Discussion