



# Research Needs to Support FDA Risk Communication

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# Our Objective

Help the public get the accurate, science-based information they need to use FDA-regulated products to improve their health.

# Background Conditions

- Wide breadth of products, regulations, actions, and audiences
- Existence of multiple product-focused communications bearing similar messages but with different content, formats, and titles
  - partly a function of public commitment to greater transparency and earlier communication about emerging issues

# Is FDA Communicating Effectively?

- Don't consistently test communications prior to use
- Don't consistently assess communication effectiveness
- Get feedback from stakeholders and media that we're not communicating effectively

# What Are the Questions?

- When and what to communicate
- Reaching the audience (dissemination)
- Ensuring audience understanding
- Motivating audiences
- Evaluating effectiveness

# Discussion Topics - 1

- After reviewing the proposed Research Needs,
  - (a) What research questions could be further clarified to support the strategic goals as described in the draft plan?
  - (b) What types of research or research questions might we consider adding?
  - (c) What types of research or research questions currently listed could be informed (or even answered) by existing research? Please provide as much detail as possible.

## Discussion Topics - 2

- Members of the public may perceive the meaning of “term of art” words and phrases very differently from either the legal context from which they arise or FDA’s intended meaning.
- FDA recognizes the need to test how people understand several key terms.
- What existing research would inform the decision of whether to provide public education about such terms or change terms (where change is legally possible)?



# Questions and Discussion