

The Committee applauds the Draft Strategic Risk Communication Guide, as a major step forward in enabling FDA to meet its mission of service to the American public. The Committee recommends continuing these efforts to make communication central to the production, summary, and dissemination of evidence regarding its regulated products. An important part of that strategic planning is identifying the outcomes that communications are to achieve.

The Committee applauds FDA's efforts to create partnerships with other public and private organizations that produce and use studies regarding the efficacy of its communications. The Committee recommends expansion of these efforts to achieve full leverage of FDA's expertise and resources.

The Committee applauds FDA's commitment to creating the scientific work force needed to execute its strategic communication plan. The Committee recommends that FDA develop and implement a plan that will identify the range of behavioral and decision science expertise that FDA must have on staff, in order to execute its mission, and develop the organizational structure needed to recruit and retain excellent bearers of that expertise.

The Committee applauds FDA's commitment to producing and evaluating its communications to a scientific standard. The Committee recommends that, as part of its continuing efforts, develop a (work flow) system for ensuring that FDA's scientific staff create, summarize, and deliver the information that its communications researchers identify as needed, in time to allow proper evaluation.

The Committee recognizes that current interpretations of the Paperwork Reduction Act hamper FDA's ability to evaluate its communication, to a scientific standard, in a timely fashion, with adequately diverse samples. The Committee recommends that FDA (a) undertake an analysis of the public welfare implications of not testing its communications and (b) submit a proposal to the Office of Management and Budget, for an evaluation protocol that balances the welfare concerns of FDA's mandate and the Paperwork Reduction Act.