



**Department of Health and Human Services  
Food and Drug Administration**

**Agenda**

**Public Meeting: Assessing Consumer Perceptions of Health Claims**

Harvey W. Wiley Federal Building – Auditorium  
College Park, Maryland  
9:00 AM – 4:30 PM

**November 17, 2005**

- 9:00am – 9:15am**      **Welcome and Overview of Meeting**  
Leslye M. Fraser, J.D., Director  
Office of Regulations and Policy  
FDA Center for Food Safety and Applied Nutrition
- 9:15am – 9:30am**      **Legal Context of Consumer Research on Health Claims and Other Food Labeling Claims**  
Louisa Nickerson, J.D., Staff Attorney  
Food and Drug Division  
HHS Office of General Counsel
- 9:30am – 9:45am**      **Overview of Qualified Health Claims (QHC)**  
Barbara Schneeman, PhD., Director  
Office of Nutritional Product Labeling and Dietary Supplements  
FDA Center for Food Safety and Applied Nutrition
- 9:45am – 10:00am**      **Overview of Today's Consumer Studies Research Presentations**  
Steven L. Bradbard, Ph.D.  
Supervisory Consumer Studies Scientist  
Office of Regulations and Policy  
Division of Social Sciences/Consumer Studies Staff  
FDA Center for Food Safety and Applied Nutrition
- 10:00am – 10:30am**      **Presentation of FDA Results**  
Brenda Derby, Ph.D.  
Statistician  
Office of Regulations and Policy  
Division of Social Sciences/Consumer Studies Staff  
FDA Center for Food Safety and Applied Nutrition
- 10:30am – 10:45am**      **Break**

- 10:45am – 11:15am**     **Federal Trade Commission Research Presentation**  
Pauline Ippolito, Ph.D., Associate Director  
Bureau of Economics  
Federal Trade Commission
- 11:15am – 12:00pm**     **International Food Information Council Foundation’s Research Presentation**  
Wendy Reinhardt Kapsak, M.S., R.D.  
Director of Health and Nutrition  
International Food Information Council
- 12:00pm – 1:00pm**     **Lunch**
- 1:00pm – 1:30pm**     **West Virginia University Research Presentation**  
Paula Fitzgerald Bone, Ph. D  
Professor of Marketing  
West Virginia University  
  
Karen Russo France, Ph.D.  
Associate Professor of Marketing  
West Virginia University
- 1:30pm – 2:00pm**     **Ohio State Research Presentation**  
Neal Hooker, Ph.D., Assistant Professor  
Dept. of Agricultural, Environmental, and Developmental Economics  
Ohio State University
- 2:00pm – 2:15pm**     **Break**
- 2:15pm – 4:15pm**     **Comments to Panel\* Regarding Other Pending or Suggested Consumer Studies Research**  
\*Office of Regulations and Policy, Division of Social Sciences Staff
- Richard Williams, Jr., Ph.D., Associate Director for Social Sciences
  - Steve Bradbard, Ph.D.
  - Brenda Derby, Ph.D.
  - Alan Levy, Ph.D., Senior Scientist
- 4:15pm – 4:30pm**     **Wrap-up and Summary**