

FOOD AND DRUG ADMINISTRATION

Meeting of the Risk Communication Advisory Committee (RCAC)

FDA White Oak Campus, Building 31, the Great Room,
White Oak Conference Center (Room 1503), Silver Spring, MD
November 3, 2014

AGENDA

The Risk Communication Advisory Committee will discuss methods for effective risk communication with a focus on messages about the importance of eating adequate amounts of fish, while avoiding certain fish with higher amounts of methyl-mercury. These messages are especially important for women who are pregnant or nursing, or for anyone who prepares food for young children.

9:00 a.m. Call to Order and Opening Remarks **William Hallman, Ph.D.**
Chair, Risk Communication Advisory Committee

Conflict of Interest Statement **Luis Bravo**
Designated Federal Officer, RCAC

9:10 a.m. Opening Remarks **Malcolm Bertoni**
Assistant Commissioner
Office of Planning
Office of the Commissioner

Presentations

9:15 a.m. Welcome / Background **Stephen Ostroff, MD**
Chief Scientist
Office of Chief Scientist
Office of the Commissioner

9:20 a.m. EPA's Role in Protecting Fish Consumers from Mercury Exposure
EPA Presentation **Denise Hawkins, MPA**
Fish, Shellfish, Beach and Outreach Branch
Office of Water/Office of Science and Technology
U.S. Environmental Protection Agency

9:45 a.m. Assessment of Net Effects on Neurodevelopment from Eating Commercial Fish During Pregnancy **Philip Spiller**
Acting Director
Office of Nutrition, Labeling, and Dietary Supplements
Center for Food Safety and Applied Nutrition
Food and Drug Administration

10:10 a.m. Crafting New Seafood Advice to Help Pregnant Women, Parents Achieve the Best Health Outcomes **Sharon Natanblut**
Director
Communications and Public Engagement Staff
Office of Foods and Veterinary Medicine
Food and Drug Administration

10:30 a.m. **BREAK**

10:45 a.m. Applying CDC's Clear Communication Index to the Fish Advice

Christine Prue, MSPH, Ph.D.
Assoc. Director for Behavioral Science NCEZID
Centers for Disease Control and Prevention (CDC)

11:15 a.m. Consumer Understanding of the Benefits of Risks of Fish Consumption During Pregnancy

Amy Lando, MPP
Consumer Science Specialist
Center for Food Safety and Applied Nutrition
Food and Drug Administration

11:40 a.m. Clarifying Questions for the Presenters / Questions to RCAC

12:00 p.m. **LUNCH**

1:00 p.m. **Open Public Hearing**

2:00 p.m. Guest Speaker

Jay P. Shimshack, Ph.D.
Associate Professor of Economics
Tulane University

2:20 p.m. Guest Speaker

Emily Oken, MD, MPH
Associate Professor
Department of Population Medicine
Harvard Medical School

2:40 p.m. Clarifying Questions for the Presenters / Questions to RCAC

3:00 p.m. **BREAK**

3:15 p.m. Questions to RCAC

5:00 p.m. **ADJOURNMENT**