AGENDA

The Risk Communication Advisory Committee will hear presentations on some of FDA’s external communications and how these communications relate to the Strategic Plan for Risk Communication and Health Literacy. The committee will also discuss and make recommendations on FDA’s draft Strategic Plan for Risk Communication and Health Literacy.

8:30 a.m. Call to Order
Susan J. Blalock, Ph.D., M.P.H.
Chair, RCAC

Administrative Announcements
Natasha G. Facey, M.S.W., M.P.H.
Designated Federal Officer, RCAC

8:45 a.m. FDA Opening Remarks
Malcolm J. Bertoni
Associate Commissioner for Planning

8:50 a.m. FDA Presentation:
Overview of the Meeting
Jodi M. Duckhorn
Director, Risk Communication Staff

8:55 a.m. FDA Presentation:
External Communications
Paul F. Bove
Social Media
Office of External Affairs

Sharon Natanblut
Food Outbreak/Recall Communications
Foods and Veterinary Medicine

Paula Rausch, Ph.D., R.N.
Drug Safety Communications
Center for Drug Evaluation and Research

Kate Oswell, M.A.
Risk Evaluation and Mitigation Strategies
Center for Drug Evaluation and Research

10:00 a.m. BREAK

10:15 a.m. FDA Presentation:
External Communications (continued)
Kristine Butler, M.S.
Consumer Friendly Class I Device Recall Notices
Center for Devices and Radiological Health
11:00 a.m. Clarifying Questions from the Committee
11:30 a.m. BREAK
11:40 a.m. FDA Presentation: Lee L. Zwanziger, Ph.D.
Draft Strategic Plan for Risk Communication and Health Literacy
12:15 p.m. Clarifying Questions from the Committee
12:30 p.m. LUNCH
1:30 p.m. Open Public Hearing
2:30 p.m. Clarify Questions from the Committee
2:40 p.m. Discussion Questions for the Committee
3:30 p.m. BREAK
3:45 p.m. Discussion Questions for the Committee (continued)
4:15 p.m. Final Remarks from the Committee
4:25 p.m. FDA Closing Remarks
4:30 p.m. Adjourn