

Brief Summary of the Risk Communication Advisory Committee Meeting November 7, 2016

Introduction:

The Risk Communication Advisory Committee to the Food and Drug Administration (FDA) met on November 7, 2016 to understand how the FDA communicates to external audiences. The committee also discussed and made recommendations on FDA's draft Strategic Plan for Risk Communication and Health Literacy (SPRCHL). The purpose of SPRCHL is to clarify how the agency can communicate the benefits and risks of FDA-regulated products to target audiences more effectively, and so promote better informed decision making.

Presentations:

The following presentations featured some of the ways FDA communicates with external audiences:

- The Office of External Affairs presented FDA's use of social media to share information with the public such as major announcements from the FDA and consumer updates.
- The Office of Food and Veterinary Medicine presented Foodborne Illness Outbreak Communications and the use of FDA web postings, firm postings and other FDA communications as communication vehicles for informing the public of food outbreaks and recalls.
- The Center for Drug Evaluation and Research (CDER) presented Drug Safety Communications as CDER's primary tool to communicate post-market drug safety information to the public. CDER also discussed Risk Evaluation and Mitigation Strategies as a risk management program the FDA can require for a drug product or drug class if it is determined that it is necessary to ensure the benefits outweigh risks.
- The Center for Devices and Radiological Health presented a new template for Consumer-Friendly Class I Recall Notices for medical device recalls.
- The Center for Tobacco Products presented their use of new email templates to communicate with public subscribers.
- The Office of Minority Health presented their use of videos on two campaigns: a health fraud multilingual campaign and minorities and clinical trials campaign.

Following these seven external communication presentations, FDA's draft SPRCHL was presented. SPHLRC's draft strategic framework includes four major contributing outcomes

along with activities and indicators to help achieve FDA's Strategic Priority Goal 3: Promote Better Informed Decisions About the Use of FDA-Regulated Products.

Open Public Hearing:

Three open public hearing speakers provided comments to the Committee. The speakers included:

- Samantha Watters, National Center for Health Research
- James Duhig, AbbVie, Inc.
- Laurie Myers, Merck & Co., Inc.

Conclusion:

The Committee provided recommendations and additional considerations to SPRCHL based on the four contributing outcomes and the activities and indicators associated with each outcome. The FDA will review and consider all of the Committee's recommendations and make the final version of SPRCHL publicly available at a later date.