

# Integrating Patient- and Consumer- Generated Data to Inform and Enhance FDA One Health Initiative Communication Strategies

## Investigators

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## Project Summary

The U.S. Food and Drug Administration (FDA) Office of Minority Health and Health Equity, along with the University of Maryland PATIENTS Program, collaborated to assess perspectives of FDA employees on knowledge, barriers, application, and internal communications surrounding One Health. This research project aims to investigate perceptions surrounding the FDA One Health Initiative, which emphasizes the interplay of environment, human health, and animal health. The One Health Approach (OHA) involves a collaborative, multisectoral, multidisciplinary framework to address public health challenges and achieve optimal health outcomes. OHA recognizes the interconnection between people, animals, plants, and their shared environment. The project utilized a mixed methods approach by conducting focus groups and administering pre-discussion and post-discussion surveys with FDA employees. Findings will help inform future directions for the FDA One Health Initiative.

**Populations Served:** American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, White, and Hispanic or Latino

### Goals/Aims:

- Collaboratively work with FDA staff to identify and analyze a defined subset of unstructured data relevant to FDA's One Health Initiative.
- Conduct interviews to assess approaches to FDA public communication strategies for the emergent themes of narratives found in FDA unstructured data sources (e.g., docket comments, town halls, listening sessions) and/or social media platforms.
- Inform the refinement of methods for future analyses of qualitative data from various consumer generated sources relevant to the FDA One Health Initiative.

## Publications/Abstracts/Posters, etc.

- Pampell, M., Okoye, G., Rupak, S., Resnik, P., Mullins, C.D., Rogers, P., Araojo, R., and Lee, C. [Collaborative, multisectoral, and multidisciplinary approach to enhance FDA One Health Initiative communication strategies](#) (poster presentation), ISPOR Europe Annual Meeting, Vienna, Austria, November 6-9, 2022.