

## Appendix II: 2012 Update

The following table summarizes key accomplishments supporting FDA’s Strategic Plan for Risk Communication (SPRC). One of the foundational action steps, highlighted in the first appendix, was

- Identify outcomes and develop measures for assessing progress toward goals and strategies

The plan, and the action items listed in the first Appendix, aimed to move FDA toward two long-term public health outcomes in relation to FDA regulated products: *fewer adverse events*, and *improved health outcomes*. In many cases, we identified interim outcomes closer to FDA that would contribute to reducing adverse events and improving overall health outcomes. To get to interim outcomes, we first addressed another foundational action step, also highlighted in the first appendix:

- Develop detailed action plans at agency and Center levels for implementing the strategies and achieving the proposed action steps, including timelines, responsibilities, and resource needs

The work plans helped us to keep on track, to identify points of overlap between actions, and to realize when events made some previously planned action no longer necessary. Both of these two foundational action steps highlighted the relation of the actions listed in the first appendix to the strategies and goals of the SPRC. The table below summarizes this relationship.


### Next Steps

In the strategic planning cycle, we have laid out our goals, executed many points, and have been assessing our results. Now we aim to build on past experience and develop a revised and renewed plan.

Goal/Strategy	Key Accomplishments
S1: Identify gaps in key areas of risk communication knowledge and implementation and work toward filling those gaps	<ul style="list-style-type: none"><li>• Produced <a href="#">research agenda</a> to inform academic community of FDA's research needs</li><li>• Implemented standardized document layout for safety communications in CDRH</li><li>• Developed FDA questions for <a href="#">inclusion in HINTS survey</a>.</li></ul>

Goal/Strategy	Key Accomplishments
S2: Evaluate the effectiveness of FDA's risk communication and related activities and monitor those of other stakeholders	<ul style="list-style-type: none"> <li>• Designed and fielded <a href="#">National Consumer Survey (NCS)</a></li> <li>• <a href="#">Conducted social media analysis of recall events</a> through contract with Nielsen, Inc.</li> </ul>
S3: Translate and integrate knowledge gained through research/evaluation into practice	<ul style="list-style-type: none"> <li>• Published <a href="#">Communicating Risks and Benefits: An Evidence-Based User's Guide</a></li> </ul>
C1: Streamline and more effectively coordinate the development of communication messages and activities	<ul style="list-style-type: none"> <li>• Developed <a href="#">templates for public affairs communications</a></li> <li>• Developed standardized rollout process</li> <li>• Conducted survey and assessment of internal communications</li> </ul>
C2: Plan for crisis communications	<ul style="list-style-type: none"> <li>• Explored and used mechanisms (e.g. <a href="#">Harvard Opinion Research Program's polling</a>) to quickly collect data.</li> <li>• Established <a href="#">multiple Twitter feeds</a> for quick communication</li> <li>• Developed <a href="#">questions and answers on FDA's decision-making process</a> for "FDA Basics" educational series</li> <li>• Developed <a href="#">web-based instructional material</a></li> </ul>
C3: Streamline processes for conducting communication research and testing, including evaluation	<ul style="list-style-type: none"> <li>• Developed and launched <a href="#">Internal Message Testing network</a></li> <li>• Developed <a href="#">PRA generic clearances</a> for communications-relevant research</li> </ul>
C4: Clarify roles and responsibilities of staff involved in drafting, reviewing, testing, and clearing messages	<ul style="list-style-type: none"> <li>• Established roles and responsibilities for FDA rollouts</li> </ul>

Goal/Strategy	Key Accomplishments
C5: Increase staff with decision and behavioral science expertise and involve them in communication design and message development	<ul style="list-style-type: none"> <li>Hired new staff</li> </ul>
C6: Improve the effectiveness of FDA's Web site and Web tools as primary mechanisms for communicating with different stakeholders	<ul style="list-style-type: none"> <li>Used targeted feedback mechanisms on web pages</li> <li>Collected and disseminated ASCI reports on intranet</li> <li>Established <a href="#">Facebook presence</a> and piloted communication process on Facebook</li> <li>Posted <a href="#">recall image library</a> online</li> <li>Established <a href="#">streaming video library</a> on safe food handling practices</li> <li>Developed <a href="#">new media resources</a> (Twitter feed, RSS feeds widgets, etc) to communicate about the risks of tobacco use</li> </ul>
C7: Improve two-way communication and dissemination through enhanced partnering with government and nongovernment organizations	<ul style="list-style-type: none"> <li>Evaluated advisory committee communication and developed evaluation tools for future use</li> </ul>
P1: Develop principles to guide consistent and easily understood FDA communications	<ul style="list-style-type: none"> <li>Established partnership with the Partnership for Food Safety Education to determine the direction of its food safety education programming</li> </ul>
P2: Identify consistent criteria for when and how to communicate emerging risk information	<ul style="list-style-type: none"> <li>Holding <a href="#">regular conference calls</a> with CDC/FDA/FSIS</li> <li>Developed SOP for communication with international counterparts about recalled items marketed in other countries.</li> </ul>

Goal/Strategy	Key Accomplishments
<p>P3: Re-evaluate and optimize policies for engaging with partners to facilitate effective communication about regulated products</p>	<ul style="list-style-type: none"> <li>• Healthcare practitioner-targeted communication from FDA posted on <a href="#">Medscape</a> .</li> <li>• Held inaugural "<a href="#">FDA Health Professional Organizations Annual Conference</a>" in October, 2011</li> <li>• Conducted pilot customer satisfaction survey among health professionals - <a href="#">presented results</a> to the internal Drug Safety Board, and to the Risk Communication Advisory committee.</li> </ul>
<p>P4: Assess and improve FDA communication policies in areas of high public health impact</p>	<ul style="list-style-type: none"> <li>• Developed <a href="#">guidance</a> on presentation of risk information in medical product promotion materials</li> <li>• Proposed rule for "Clear, Conspicuous and Neutral (CCN)" advertising published in Federal Register in March 2010; and <a href="#">comment period reopened</a> in January 2012.</li> </ul>