

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
February 16, 2016

AGENDA*

The Risk Communication Advisory Committee will discuss recent developments in risk communication and related sciences, and possible approaches and applications in the context of FDA communications.

1:00 p.m.	Call to Order and Introductions	Susan J. Blalock, Ph.D. Acting Chair, RCAC
	Conflict of Interest Statement	Natasha G. Facey Designated Federal Officer (Acting), RCAC
1:10 p.m.	Opening Remarks	Jodi Duckhorn, M.A. Director, Risk Communication Staff
Session 1: Strategies and Tactics for Effective Communication about Risks and Health		
1:15 p.m.	Emerging and Novel Food Safety Risk Communication Tools and Approaches: Social Media and Secret Shopping	Benjamin Chapman, Ph.D. Associate Professor Department of Youth, Family, and Community Sciences North Carolina State University
1:35 p.m.	The Recommendations, Reality, and Potential Benefits from Using Social Media in Food Recalls	Timothy Coombs, Ph.D. Professor Department of Communication Texas A&M University
1:55 p.m.	Committee Discussion: How can FDA communicators apply the information just presented?	
2:40 p.m.	BREAK	
Session 2: Effective Risk Communication – Audience Engagement for Change		
2:55 p.m.	The Promise of Biomarker Feedback as a Risk Communication Strategy to Promote Health Behavior Change	Isaac Lipkus, Ph.D. Professor Duke University School of Nursing
3:15 p.m.	Germes are Germes and Why Not Take a Risk? Perception of Bottom-Line Gists and the Relationship to Antibiotics Prescribing Behaviors	David A. Broniatowski, Ph.D. Assistant Professor Department of Engineering Management and Systems Engineering The George Washington University

3:35 p.m. **Committee Discussion:**
How can FDA communicators apply the information just presented?

4:20 p.m. Open Public Hearing

5:00 p.m. **BREAK**

Session 3: Communicating for Public Health – Public Service Announcements

5:15 p.m. The Effects of Emotion on Risk **Jennifer S. Lerner, Ph.D.**
Perception and Implications for Risk Professor
Communication Harvard Kennedy School
Harvard University

5:35 p.m. Message-Centered vs. Publics- **Carl Botan, Ph.D.**
Centered Campaigns: The Professor
Cocreational View on Health Department of Communication
Communication Campaigns George Mason University

5:55 p.m. **Committee Discussion:**
How can FDA communicators apply the information just presented?

6:40 p.m. Interim Closing Remarks

6:45 p.m. Adjourn

*This agenda reflects changes due to inclement weather.