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.

8:00 a.m. Call to Order
Susan J. Blalock, Ph.D.
Acting Chair, RCAC

Administrative Announcements
Natasha G. Facey
Designated Federal Officer (Acting), RCAC

Session 4: Strategies for Making Messages More Effective

8:10 a.m. Risky Business: Prioritizing Risk Information in FDA-mandated Documents
Christopher R. Trudeau, J.D.
Professor
Western Michigan University – Thomas M. Cooley Law School

8:30 a.m. Best Practices in Risk Communication and Communicating Uncertainty: Application to FDA Regulated Products
Lauren McCormack, Ph.D., M.S.P.H
Director
Center for Communication Science
RTI International

8:50 a.m. Committee Discussion:
How can FDA communicators apply the information just presented?

9:35 a.m. BREAK

Session 5: How Audiences Negotiate Multiple Messages

9:50 a.m. Public Perceptions of Expert Disagreement
Nathan Dieckmann, Ph.D.
Assistant Professor
School of Nursing & School of Medicine
Oregon Health & Science University

10:10 a.m. Comprehending the Role of Message Convergence for Consistently Effective Message Design in Pre-Crisis and Crisis Situations
Timothy L. Sellnow, Ph.D.
Professor
Nicholson School of Communication
University of Central Florida
10:30 a.m.  **Committee Discussion:**
How can FDA communicators apply the information just presented?

11:15 a.m.  LUNCH

**Session 6: Techniques for Reaching Underserved Populations**

12:15 p.m.  Communication, Health and the Urban Poor  
K. “Vish” Viswanath, Ph.D  
Professor  
Department of Social and Behavioral Sciences  
Harvard T. H. Chan School of Public Health  
Department of Medical Oncology  
Dana-Farber Cancer Institute

12:35 p.m.  The Role of Health Literacy in Mobile Health and Text Messaging Campaigns  
Linda Aldoory, Ph.D.  
Associate Professor  
Department of Communication  
University of Maryland

12:55 p.m.  Committee Discussion:  
How can FDA communicators apply the information just presented?

1:40 p.m.  Open Public Hearing

2:10 p.m.  General Discussion, Final Recommendations

3:25 p.m.  Closing Remarks

3:30 p.m.  Adjourn

*Reflects changes due to inclement weather on day one.