

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 17, 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.

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.