

# 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.*

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1:00 p.m.	Call to Order and Introductions	<b>Susan J. Blalock, Ph.D.</b> Acting Chair, RCAC
	Conflict of Interest Statement	<b>Natasha G. Facey</b> Designated Federal Officer (Acting), RCAC
1:10 p.m.	Opening Remarks	<b>Jodi Duckhorn, M.A.</b> Director, Risk Communication Staff
<b>Session 1: Strategies and Tactics for Effective Communication about Risks and Health</b>		
1:15 p.m.	Emerging and Novel Food Safety Risk Communication Tools and Approaches: Social Media and Secret Shopping	<b>Benjamin Chapman, Ph.D.</b> 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	<b>Timothy Coombs, Ph.D.</b> Professor Department of Communication Texas A&M University
1:55 p.m.	<b>Committee Discussion:</b> How can FDA communicators apply the information just presented?	
2:40 p.m.	<b>BREAK</b>	
<b>Session 2: Effective Risk Communication – Audience Engagement for Change</b>		
2:55 p.m.	The Promise of Biomarker Feedback as a Risk Communication Strategy to Promote Health Behavior Change	<b>Isaac Lipkus, Ph.D.</b> 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	<b>David A. Broniatowski, Ph.D.</b> 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.