



CVM Communications

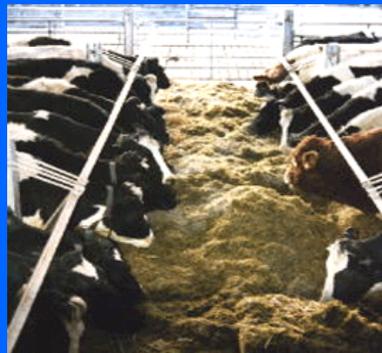
Presented by
Laura Alvey

**Deputy Director, Office of Communications
Center for Veterinary Medicine**

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Center for Veterinary Medicine Challenges

- ▶ CVM is the smallest of FDA Centers
- ▶ Regulates a wide range of products such as animal drugs, cloning, genetically engineered animals, BSE, growth hormones for animals and medicated/non-medicated feed (includes pet food)
- ▶ Much of the public and even industry not familiar with CVM



Non-Persuasive-Informative Communication

- ▶ CVM Website (brochures)
 - NSAIDS for Dogs
 - Cloning
 - Pet Food
- ▶ Newsletter – FDA and the Veterinarian
- ▶ Annual Report
- ▶ CVM Update
- ▶ Consumer Articles
- ▶ Exhibits
- ▶ Public Meetings



Persuasive Communication

- ▶ Recall Notices
- ▶ Warning Letters
- ▶ Untitled Letters

Persuasive Communication Criteria

What Do We Consider?

- ▶ Surveillance
- ▶ Look for trends/patterns in reports
- ▶ How confident are we in the information?
- ▶ What is the potential for public harm?
- ▶ Risk/Benefit ratio
- ▶ Typically targeted towards industry

How Can We Best Serve Our Stakeholders (consumers, Veterinarians, Animal Healthcare Producers, Feed Industry, Etc.) in Providing Timely and Important Information?

- ▶ What vehicle (web, radio, TV, print, etc.) provides the optimum exposure?
- ▶ Does the target audience determine the type of document/product?
- ▶ How can outside groups participate in disseminating our message?

Persuasive/Non-persuasive Communication Challenges

- ▶ How do we balance the need to communicate early while issues are still emerging without causing undue alarm or damage to a business or industry?
- ▶ What are the best techniques for conveying an “emerging and/or uncertain issue”?
- ▶ How do you practice follow-up as the issue unfolds, i.e. how often do you communicate, how do you come to closure, etc?