

April 10, 2000

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Food and Drug Administration
5630 Fishers Lane, Rm. 1061
Rockville, MD 20852

REFERENCE: Docket number 00N-0001

FROM: Blanche L. Erkel, MS
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The current anti-government attitude adversely affects FDA because consumers use products regulated by the Agency every day. All of the leveraging and collaboration efforts will not be successful until FDA gets the public's support. And the only way to get the public's support is to educate about the extraordinary scientific capabilities of the Agency in keeping the marketplace safe.

As a science-based consumer protection agency, FDA needs to increase public awareness about its overall mission and day-to-day accomplishments. The Agency should initiate a coordinated, sustained, and measurable national education campaign at the grassroots level. This should assure more public support and resources for the Agency. The field public affairs staff should be utilized more effectively to ensure public support and confidence. FDA should increase public participation opportunities in the Agency's decision-making process. FDA's effectiveness will be enhanced by developing a continuous dialogue with consumers.

Sincerely, C 5
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