

# **Risk Communication Advisory Committee**

Formal roles (under FDAAA of 2007)  
permanent committee  
specific charges (recalls, DTC ...)  
general consultation resource

Informal roles

channel to science  
research seminars  
recommendations

*Evidence-Based Communication*

# FDA RCAC Meetings

Feb 2008 Briefings, food recalls

May 2008 DTC advertising

Aug 2008 Science of communication

Feb 2009 Usefulness of CMI

April 2009 FDA Strategic Plan

Aug 2009 Food recalls (2)

Nov 2009 Tobacco, ClinicalTrials.gov, emerging events

Feb 2010 Communication guidelines, updates/warnings

April 2010 Science forum

Nov 2010 Food recalls (3), in-home medical devices

# Formal Recommendations

Consumer medical information (Feb 09)  
Strategic risk communication plan (Apr 09)  
Emerging events (Aug 09)

<http://www.fda.gov/oc/advisory/OCRCACACpg.html>

# **FDA Evidence-Based Guide to Risk and Benefit Communication**

What does the science say?

What does the science mean?

(best guesses for communication)

How can you tell how well you've done?

(how good are your best guesses?)

# Topics (1)

## **Strategy**

Goals

Evaluation

Adequacy

Defining “risk” and “benefit”

Language/framing

## **Kinds of Information**

Quantitative

Qualitative

Warnings and disclosures

Persuasion

# Topics (2)

## **Audiences**

Low literacy (readability)

Emotion

Life-span (young, old)

Underserved

Professionals

## **Media**

Decision aids

Mass media

Design (packages, devices)

Training/organization