



FDA's Strategic Plan for Risk Communication (SPRC) 2010-2011

Update for Risk Communication
Advisory Committee Meeting

Lee L. Zwanziger

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Brief Background

- FDA issued SPRC September 30, 2009
 - following RCAC April-May meeting review
- Three goals toward improving how FDA communicates about regulated products
 - Strengthen science
 - Enhance capacity
 - Optimize policies
- 14 strategies

Works in Progress: Generic Paperwork Reduction Act (PRA) clearances

- Approved
 - Ctr for Tobacco Products
 - Ctr for Drug Evaluation & Research-Focus Groups & General
 - Ctrs for Devices and Radiological Health, for Biologics Evaluation and Research, and for Veterinary Medicine
 - General Qualitative Research
- Pending Approval
 - Ctr for Food Safety and Applied Nutrition
 - General Usability studies

Work in Progress – FDA Internal Message Testing Network

- Allows testing when short on time and resources
 - Aim: to catch "red flags" in drafts communications
 - Volunteers: hundreds of employees from across FDA
- Recent example: November 8, 2011 launch of our website on safe disposal of sharps.
 - Recommendations included: simplifying language, highlighting content, overall shortening
 - Changes made prior to launch included a more descriptive webpage title, emphasis on a 2-step disposal process, and fewer navigation headers
 - <http://www.fda.gov/safesharpsdisposal>

Work in Progress – Focus Groups

- Designed to evaluate messages providing the public with balanced risk-benefit context for decision making on prescription drug use.
 - RCS recently developed the messages based on findings from an initial series of focus groups conducted in 2010
- Key Project in FDA Track

Work in Progress – Video Types

- Survey comparing three styles of videos for effectiveness and impact
 - messages on sunscreen usage – selected for broad applicability
 - Web-based survey using internet panel
 - Sample to include range of health literacy, education, and older ages

Communicating Risks and Benefits: an Evidence-Based User's Guide

- Printing and Distribution Update
 - Distributed to field staff and to state public health offices, as well other federal staff
 - Printing for distribution by Government Printing Office, so books will be available for purchase by agencies and the public.

Today's Topics

- Session I: Literature Review, completeness and application in various FDA situations
 - If you know of additional references that we should review, please send them to me:
 - RCAC@fda.hhs.gov or call 301-796-9151
- Session II: OSHI overview, proposed consumer reporting form



Thank you!