

**Research Participation Program
Center for Food Safety and Applied Nutrition
U.S. Food and Drug Administration
College Park, Maryland**

**CFSAN Internet Site Restructuring and Implementation
of Web Casting Technologies
Project # FDA CFSAN 2007-15**

A project is available in the Research Participation Program at the Center for Food Safety and Applied Nutrition (CFSAN), U.S. Food and Drug Administration (FDA). The appointee will be assigned to the Risk Assessment Coordination Team in College Park, Maryland. He/she will be trained in government requirements for the Internet and research and use current technologies to improve CFSAN's communication with its stakeholders.

Description of Project:

CFSAN's current Internet site, while full of pertinent information, is difficult to navigate. Complaints are received from stakeholders that they cannot easily find the information they are seeking. CFSAN's information specialists often have to assist external stakeholder navigate the site to find the information they need.

CFSAN has not been able to keep up with the technological advances for providing information over the Internet. CFSAN does not currently have the capability to fully utilize web streaming or one of the newer types of web casts – pod casting. Web streaming can deliver media files in real time to web viewers. CFSAN should be utilizing this technology during food borne emergencies to allow stakeholders to capture spokesperson interviews with the press as they occur. Real time information relative to recalls should also be provided via web streaming. CFSAN has not investigated or implemented the use of pod casting. Pod casting has been used by law enforcement to distribute public technology to disseminate food safety messages, information during food borne emergency situations, etc. CFSAN also needs to investigate and perhaps implement the use of live and interactive pod casting referred to as Talk Share. CFSAN needs to embrace video and studio pod casting as a tool to more widely disseminate its educational food and cosmetic safety messages and information.

The project will focus principally on a major restructuring of CFSAN's Internet site (including usability and accessibility) and the implementation of various web cast technologies, by working with various components within CFSAN-OIT and the FDA CIO's Office. This will improve the ease with which information can be obtained from the CFSAN Internet site by various stakeholders. In addition, the project will provide more timely access to information during food borne outbreaks, recalls, or natural/intentional emergencies that impact products under CFSAN's purview which include foods, dietary supplements, and cosmetics.

Tasks will include, in part:

- 1) Collaborate with the CIO's Office to restructure the CFSAN Internet site to allow our various stakeholders ease of use and access to the information they want in a timely manner. This will

include, in part, the addition of specific portals for various stakeholder groups, i.e., industry, consumers, educators, health care providers.

- 2) Design sub-pages of the CFSAN Internet site as appropriate.
- 3) Research and assist the CIO's Office to implement the use of new web cast technologies to ensure CFSAN's messaging/educational materials reach the widest audience possible and in certain circumstances reach targeted audiences in real time.

Requirements:

A bachelor's degree received within the past five years is required. The successful candidate should have a degree in computer science, web design, or another appropriate area of study with the technical expertise necessary for the performance of the project work described above. The project requires the ability to apply knowledge on the principles and practices of web page design and web casting technologies including web streaming and pod casting. The individual will be able to design an Internet site that allows those who visit the site to obtain the information they seek in a timely manner. The navigation of the website will be intuitive to end users.

The appointment is for up to one year and may be renewed for another year upon recommendation of CFSAN and subject to availability of funds. The participant will receive an annual stipend of up to \$79,000 depending on background and experience. The participant must show proof of health and medical insurance. The appointment is full time at CFSAN in College Park, Maryland. Participants do not become employees of CFSAN, FDA, or the program administrator and there are no fringe benefits paid.

The Research Participation Program at CFSAN is administered by the Oak Ridge Institute for Science and Education (ORISE). To be considered for this project, send a current résumé via e-mail to Melissa.Goodman@ornl.gov or via fax to (865) 241-5219. **Please reference Project # 2007-15 on all correspondence and on the subject line of your e-mail.** For additional information, contact Ms. Goodman at (865) 241-1294.