

FDA Risk Communication Advisory Committee
Location: 5630 Fishers Lane, Room 1066, Rockville, MD
August 14-15, 2008

AGENDA

August 14, 2008

8:00 Call to Order

8:05 Conflict of Interest Statement – Designated Federal Officer

8:10 Introductions of Committee Members

8:30 Introductory Remarks

Baruch Fischhoff, Ph.D – Objective of meeting

Nancy M. Ostrove, Ph.D. – FDA’s Communication and Concerns

9:00 Non-Persuasive and Persuasive Communication: What does FDA do? What knowledge is needed?

Panel of FDA Speakers from the Centers

Lynne Rice

Director, Office of Communication, Education, and Radiation Programs

Center for Devices and Radiological Health

Paul Seligman, M.D., M.P.H.

Associate Center Director for Safety Policy and Communication

Center for Drug Evaluation and Research

Lorrie McNeill

Director, Office of Communication, Training, and Manufacturers Assistance

Center for Biologics Evaluation and Research

Laura Alvey

Deputy Director for the Office of Communications

Center for Veterinary Medicine

Marjorie Davidson, Ph.D.

Education Team Leader

Center for Food Safety and Applied Nutrition

10:15 BREAK

10:30 Introductory Remarks

Frank M. Torti, M.D., M.P.H.

Principal Deputy Commissioner and Chief Scientist, FDA

11:00 Non-Persuasive Communication: What do we know? How do we know it?

Baruch Fischhoff, Ph.D.

Ellen Peters, Ph.D.

12:00 Lunch

1:00 Open Public Hearing

2:00 Persuasive Communication: What do we know? How do we know it?

Christine Bruhn, Ph.D.

Linda Neuhauser, Dr.P.H., M.P.H.

David Moxley, M.S.W., Ph.D., D.P.A.

3:30 Break

**3:45 Q&A with Speakers, and Committee Discussion:
Summarizing what has emerged from discussion**

5:30 Adjourn for the day

August 15, 2008

8:00 Call to Order

8:05 Conflict of Interest Statement – Designated Federal Officer

8:10 Introductions of Committee Members

**8:20 Urgent, Crisis or other Explanatory Communication in Practice: How is it done
and how is it evaluated?**

AnnaMaria DeSalva

John Paling, Ph.D.

9:00 FDA Press: Factors in Decisions on Communication about FDA Actions

Heidi Rebello, Deputy Assistant Commissioner for Public Affairs

**9:30 Q&A with Speakers, and Committee Discussion:
Summarizing what has emerged from discussion**

10:30 Open Public Hearing

11:30 Lunch

**12:30 Q&A with Speakers, and Committee Discussion:
Summarizing what has emerged from discussion**

2:30 Adjourn