**FDA Risk Communication Advisory Committee**
**Hilton Washington DC/Rockville, 1750 Rockville Pike**
**Rockville, MD 20852**
**DRAFT AGENDA**
**May 15, 2008**

**8:00 Call to Order**

**8:05 Introductions of Committee Members**

**8:25 Conflict of Interest Statement** – Designated Federal Officer

**8:30 Overview of Direct-to-Consumer (DTC) Advertising Regulation at FDA**
Nancy M. Ostrove, Ph.D., Senior Advisor for Risk Communication

**9:00 Developing a Report (review of what FDAAA requires, what FDA is doing)**

**9:15 Literature Review**
Andreas Lord, M.S., Eastern Research Group

**9:45 Committee Questions and Discussion**

**10:15 Break**

**10:30 Comments from Consultants**
J. Craig Andrews, Ph.D., Charles H. Kellstadt Chair in Marketing, Marquette University
Cheryl L. Holt, Ph.D., Assistant Professor, School of Medicine, Univ. Alabama in Birmingham

**11:00 Committee Questions and Discussion, continued**

**12:00 Lunch**

**1:00 Open Public Hearing**

**2:00 Other FDA Presentations**
Ellen Frank, Director, Division of Public Affairs
Office of Training and Communications, Center for Drug Evaluation and Research
Mary Hitch, Senior Policy Advisor, Office of External Relations,
Office of the Commissioner
Catherine McDermott, Director, Public Affairs/Information Branch,
Division of Federal and State Relations, Office of Regulatory Affairs
Karen Feibus, M.D., Medical Officer, Office of New Drugs
Center for Drug Evaluation and Research

**3:00 Committee Discussion**

**5:30 Adjourn for the day**