

Topics Requested for RCAC Discussion, February 29, 2008

1. What are the pros and cons of standardizing different parts of the press release template, especially with respect to the title, format and how the content is expressed? Specifically, how and to what degree will standardization improve or interfere with effective communication?
2. Please comment on the degree to which the current proposed template incorporates currently recommended risk communication practices, including but not necessarily limited to
 - a. wording of the current title and subtitle
 - b. amount of information to be included in announcement
 - c. tailoring to specific audiences
 - d. use of subsections, highlighting and boxing
 - e. clarity of message, including directions for what to do
3. Please comment on any additional recommended risk communication practices that could be better incorporated into the template.
4. Please comment on ways, in addition to press releases, that FDA could effectively communicate to the public about recalls.