

FDA Teams with Everyday Health to Expand Reach of Health Information

www.EverydayHealth.com/FDA

On November 17, the Food and Drug Administration (FDA) and Everyday Health announced a partnership that will expand the delivery of FDA's vital consumer health information to the 30 million unique users who visit Everyday Health (www.EverydayHealth.com) each month.

"We are pleased to collaborate with Everyday Health to reach millions more consumers with accurate, science-based information that can help them make decisions about their health," says Commissioner of Food and Drugs Margaret A. Hamburg, M.D. "This partnership will increase our ability to deliver important and sometimes urgent health information in an effective, consumer-friendly, and convenient way."

The partnership will initially include:

www.EverydayHealth.com/FDA

The new co-branded Web site will offer a variety of health information from FDA, including the latest information on food and medical product safety as well as prevention and wellness topics. In the event of breaking public health information, Everyday Health will also feature special "FDA Alert" modules in select locations throughout the site and network, and in e-mail newsletters.



FDA/Everyday Health co-branded weekly newsletter

The latest FDA consumer health information will be sent to subscribers in a weekly Everyday Health newsletter (www.EverydayHealth.com/FDA). The newsletter will contain "FDA Alerts" as well as up-to-date information on topics such as drug safety, cosmetics and skin care products, and children's health products.

"We are excited to partner with FDA on this important initiative and believe it serves as testament to our mission to deliver important health information as it happens," says Ben Wolin, CEO and co-founder of Everyday Health. "We're happy to provide

our audience with such important safety information."

This article appears on FDA's Consumer Updates page (www.fda.gov/ForConsumers/ConsumerUpdates), which features the latest on all FDA-regulated products.

For More Information

Federal Register notice of FDA/Everyday Health partnership <http://edocket.access.gpo.gov/2009/pdf/E9-27630.pdf>

How to Partner With FDA www.fda.gov/ForConsumers/ucm126390.htm