

**FDA Risk Communication Advisory Committee
Washington DC North/Gaithersburg Hilton, 620 Perry Pkwy.,
Gaithersburg, MD 20877, Salons A, B, C, and D.**

**AGENDA
February 29, 2008**

- 8:00 Call to Order**
- 8:05 Introductions of Committee Members**
- 8:15 Communication about Product Recalls**
CAPT David Elder, Director, Office of Enforcement, FDA Office of Regulatory Affairs
- 8:45 Literature Review:** What do we know about the public's awareness, understanding, and perceptions of recalls concerning FDA-regulated products?
Amy Lando, M.P.P.
Consumer Science Specialist, Center for Food Safety and Applied Nutrition
- 9:00 Comments from Consultants**
- Michael Wogalter, Ph.D., Professor of Psychology, North Carolina State University
- Gregory Baird, President, Baird Edge Consulting
- Steven Gorelick, Ph.D., Professor of Media Studies, Hunter College, CUNY
- Daniel Q. Haney, Medical Journalist, Bloomberg Markets, Physician's First Watch
- 10:00 Break**
- 10:15 Committee Discussion**
Recommended Practices for Press Release Template about Recalls
- 11:15 Open Public Hearing**
- 12:15 Lunch**
- 1:15 Committee Discussion**
Recommended Practices for Press Release Template about Recalls
- 4:00 Adjourn**