

# FOOD AND DRUG ADMINISTRATION

*Meeting of the Risk Communication Advisory Committee (RCAC)*

FDA White Oak Campus, Building 31, the Great Room  
White Oak Conference Center (Room 1503), Silver Spring, MD  
November 7, 2016

## AGENDA

*The Risk Communication Advisory Committee will hear presentations on some of FDA's external communications and how these communications relate to the Strategic Plan for Risk Communication and Health Literacy. The committee will also discuss and make recommendations on FDA's draft Strategic Plan for Risk Communication and Health Literacy.*

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8:30 a.m.	Call to Order	<b>Susan J. Blalock, Ph.D., M.P.H.</b> Chair, RCAC
	Administrative Announcements	<b>Natasha G. Facey, M.S.W., M.P.H.</b> Designated Federal Officer, RCAC
8:45 a.m.	FDA Opening Remarks	<b>Malcolm J. Bertoni</b> Associate Commissioner for Planning
8:50 a.m.	FDA Presentation: Overview of the Meeting	<b>Jodi M. Duckhorn</b> Director, Risk Communication Staff
8:55 a.m.	FDA Presentation: External Communications	<b>Paul F. Bove</b> Social Media Office of External Affairs
		<b>Sharon Natanblut</b> Food Outbreak/Recall Communications Foods and Veterinary Medicine
		<b>Paula Rausch, Ph.D., R.N.</b> Drug Safety Communications Center for Drug Evaluation and Research
		<b>Kate Oswell, M.A.</b> Risk Evaluation and Mitigation Strategies Center for Drug Evaluation and Research
10:00 a.m.	<b>BREAK</b>	
10:15 a.m.	FDA Presentation: External Communications (continued)	<b>Kristine Butler, M.S.</b> Consumer Friendly Class I Device Recall Notices Center for Devices and Radiological Health

**Jeff Ventura**  
Enhanced Email Communication  
Center for Tobacco Products

**Cariny Nunez, M.P.H., C.R.M.**  
Health Videos  
Office of Minority Health

11:00 a.m. Clarifying Questions from the Committee

11:30 a.m. **BREAK**

11:40 a.m. FDA Presentation:  
Draft Strategic Plan for Risk  
Communication and Health Literacy

**Lee L. Zwanziger, Ph.D.**  
Risk Communication Staff

12:15 p.m. Clarifying Questions from the Committee

12:30 p.m. **LUNCH**

1:30 p.m. Open Public Hearing

2:30 p.m. Clarify Questions from the Committee

2:40 p.m. Discussion Questions for the Committee

3:30 p.m. **BREAK**

3:45 p.m. Discussion Questions for the Committee (continued)

4:15 p.m. Final Remarks from the Committee

4:25 p.m. FDA Closing Remarks

4:30 p.m. Adjourn