U.S. FOOD & DRUG ADMINISTRATION
Center for Food Safety and Applied Nutrition

U.S. Food and Drug Administration (FDA) Virtual Listening Sessions
Strategies to Reduce Added Sugar Consumption in the United States

November 7-8, 2023
10-11:30 a.m. ET and 2-3:30 p.m. ET

Listening Session Expectations and Protocols

The purpose of the listening sessions is to offer participants the opportunity to provide feedback on next steps to reduce added sugars consumption in the U.S. To help the listening sessions run smoothly and efficiently, please refer to the list of listening session expectations and protocols listed below.

- State your name and organization when speaking
  - There will be no time for introductions at the start of the session so please identify yourself and where you are from when speaking.

- Active participation
  - All participants are encouraged to engage in the discussion.
  - Keep comments concise (2 minutes) to allow time for more people to participate.

- Constructive dialogue
  - Dialogue involves listening as well as talking.
  - Shape comments and ideas to help advance the discussion.
  - Stay on topic.

- Respectful engagement
  - While strong opinions are certainly expected and appropriate, they can be best heard and discussed in a respectful manner.
  - Participants are asked to respect different points of view.

- Ask questions of one another and share ideas – this is an opportunity for federal agencies to hear from YOU.

Note: In addition to the opportunities provided at the public meeting and listening sessions for participants to express their views, the Agency has also established a docket (FDA-2023-N-3849). Comments to the docket are due by **January 22, 2024**.

Listening Session Logistics

There are two listening session topics: Topic 1 – Food Labeling and Food Industry Perspectives and Topic 2 – Consumer Education and Community Perspectives. Both topics will be offered each day, with one topic in the morning and the other topic in the afternoon to provide persons in different regions an opportunity to participate. Each topic will have a standard set of questions that will be used each time the topic session is offered.

The listening sessions will be administered through Zoom. Those who have registered by October 20, 2023, will receive confirmation and instructions on how to participate in the listening session(s) of their

choice. Each listening session will run for 90 minutes, 70 minutes of which will be dedicated to direct feedback from attendees. Feedback will be collected through posing four questions in each session, with an allotment of about 17 minutes per question.

All participants will be muted upon entering the listening session. Participants wishing to contribute will be asked to use Zoom's "raise hand" feature. The facilitator will call on individuals in the order in which hands are raised. When called on, participants will be asked to share their name and organization/affiliation. To ensure everyone has a chance to share their thoughts and ideas, we ask that participants keep remarks succinct – around 2 minutes. Brief statements may also be entered into the chat.

If participants have additional ideas or recommendations that are not heard during the listening session, participants are encouraged to submit them to the docket (FDA-2023-N-3849) at Regulations.gov. A summary of themes shared through listening sessions will be posted to the FDA website. The listening sessions will not be recorded.