

Projects and Publications Updates

Project: Improving FDA Health Communications with Older Women Regarding FDA Regulated Products: Phase 1b Focus Groups

Collaborators: The US Food and Drug Administration; University of Maryland, Baltimore; and Westat

Our team is having focus groups with women who live in the northeast, mid-western, southern, and western part of the country. In each area, we'll talk to women who live in urban and rural areas and are different races and ages. Some of the women will have a lot of education and money and some will not. We want to know how women look for health information, as well as how they see the FDA health communication materials about drugs and vaccines.

Dr. Ester Villalonga-Olives and Dr. Moaz Abdelwadoud had two focus groups with 11 women who are 53-72 and 73-90 years old in Napa, California on February 21st and 22nd. Because of the current travel and gatherings restrictions, our March focus groups will take place at a later date. We plan to have one online focus group in April with women who are taking part in the study in South Carolina.

