

Projects and Publications

Project Title: 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 still working on Phase 1b of the project, expanding the focus group discussions to include women from different areas of the country and demographics across the four regions of the United States. 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.

Ms. Jennifer Huang and Ms. Liz Jansky (Westat collaborators) and Moaz Abdelwadoud had two new online group discussions. The first was with women age 73 and above in Lawrence County of Upstate New York, and the second with women age 53-72 years old in Perry County, Kentucky. The talks were very interactive and added new ways of looking at what we learned from the past in person and online focus groups.

We have had two focus groups in each of the West, South, and North East regions of the nation and one in the Midwest. The final interviews are planned in rural Indiana and urban New Hampshire.