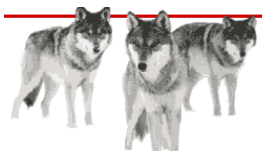


Analysis of Potential Names for a Recall Notification Campaign



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My area of research:

- Warnings and hazard perception

Purposes of warnings are:

- 1) to inform / convey hazard info
- 2) to promote correct behavior & reduce inappropriate behavior
- 3) to prevent or reduce injury, health problems, & property damage

Safety communications:

- Media: labels, manuals, inserts, pamphlets, signs, posters, video, internet etc.
- Modality: visual, auditory

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Warning research has examined aspects:

- **that help attract attention**
(e.g., print size, color, symbols)
- **that enhance understanding**
(e.g., giving hazard, consequence and instructions information)
- **that affect beliefs, motivation & behavior**
(e.g., injury severity info, cost of compliance, social influence)

• Differences:

- **Warnings: given on or with product at time of purchase**
- **Recalls: after the product has left manufacturer**
- **Separation of time and space**

- **Research on warning signal words**

- “Titles” the warning, attracts attention, & expresses hazard level

- Danger
- Warning
- Caution

- Research has examined connotation of alternative terms

- Range: Deadly to Note

- **Also research on other aspects of wording:**

- (A) emphasis terms

- Extremely important that
- Absolutely necessary that
- vs. important or necessary vs. no emphasis term
- Mandatory vs. Recommended that . . . (advised that . . .

- (B) explicitness (saying specifically what the issue or instruction is)

- **Apply same techniques for titles/names of recall notifications**

- **Part 1**

- Participants given scenario / background on recalls:

Imagine you are in charge of notifying the public about a potentially hazardous product, which after having left the manufacturer, is discovered to be potentially unsafe. Assume it could be a food product, a medicine, or a medical device -- such as contaminated canned meat, substandard antibiotics, or a defective blood-sugar meter.

- Rated 61 potential names of recall notices using 9-point rating scale: (0) not at all appropriate, (2) somewhat appropriate, (4) appropriate, (6) very appropriate and (8) extremely appropriate.

- **Part 2**

- Participants given information on the potential problem of using the name *recall* for surgically-implanted medical devices:

Some medical devices are surgically implanted inside a human body, such as heart pacemakers. Sometimes later it is discovered that some of the implanted devices may have defects and they need to be taken out of service. These situations are different from most other kinds of recalls because they may need to have another surgery to remove the device. The devices are not always defective and may not need to be removed, but rather monitored more frequently by the physician. There is some concern that people with a recalled implanted device may panic unnecessarily. Here is the issue: Because users cannot simply "return" their surgically implanted device and may become anxious, do you think the word 'recall' should be used in these notices?

- Rated 3 items using 9-point rating scale: (0) do not agree at all, (2) somewhat agree, (4) agree, (6) very much agree, and (8) completely agree.

• Part 3

- Different group of participants rated individual words according to how appropriate they were as part of a name/title of a recall campaign:
- 9-point rating scale: (0) *not at all appropriate*, (2) *somewhat appropriate*, (4) *appropriate*, (6) *very appropriate* and (8) *extremely appropriate*.

– Participants

- **Parts 1 & 2: N = 94**
 - **Undergraduates at two universities (NC and CA)**
($N = 31$, $M_{age} = 24.5$, $SD = 6.0$)
 - **Nonstudent adults in Central NC** ($N = 63$, $M_{age} = 44.4$, $SD = 11.7$:
- **Part 3: N = 143** ($M_{age} = 25.7$ years, $SD = 11.4$), Part 3

Various race & ethnicity

Table 1. Mean Appropriateness Ratings (and SD) for Names/Titles of Recall Notices Ordered from Highest to Lowest (n=94)

<i>Name</i>	<i>Mean</i>	<i>SD</i>	<i>Name</i>	<i>Mean</i>	<i>SD</i>
FDA Urgent Recall Notice	5.72	2.00	Urgent Recall Bulletin	5.12	2.18
FDA Public Safety Warning	5.70	1.98	FDA Health and Safety Alert	5.05	2.22
Urgent Product Recall Bulletin	5.57	2.14	FDA Alert	5.04	2.20
Product Danger Alert	5.54	2.16	FDA Unsafe Product Advisory	5.03	2.27
FDA Urgent Recall	5.51	2.18	FDA Health and Safety Bulletin	5.03	1.98
Public Safety Warning	5.49	2.12	Company-X Urgent Recall	5.02	2.36
Urgent Recall Notice	5.46	2.08	Product Warning	5.00	2.16
Urgent Recall	5.46	2.32	Company-X Urgent Recall Notice	4.99	2.34
Product Danger Notice	5.36	2.25	FDA Warning	4.95	2.16
Urgent Product Recall	5.31	2.13	FDA Recall	4.90	2.25
FDA Recall Warning	5.23	2.01	Recall Notice	4.82	2.44
Unsafe Product Notice	5.22	2.12	Public Safety Notice	4.79	2.20
FDA Safety Warning	5.18	1.92	FDA Safety Alert	4.74	2.13
Product Warning Alert	5.17	2.24	Safety Warning	4.72	2.15
FDA Unsafe Product Notice	5.13	2.35	Product Recall Notice	4.70	2.22
			Unsafe Product Advisory	4.69	2.21

Table 2. Single Word Mean Appropriateness Ratings in Recall Campaign Names (n=143)

<i>Words</i>	<i>Mean</i>	<i>SD</i>
Urgent	6.37	1.61
Recall	6.26	1.83
FDA	6.00	2.13
Danger	5.97	2.06
Warning	5.87	1.68
Unsafe	5.80	1.93
Alert	5.71	1.77
Safety	5.34	2.09
Health	5.33	2.02
Product	4.71	2.35
Advisory	4.62	2.00
Notice	4.05	2.20
Public	3.99	2.28
Bulletin	2.87	2.06

Table 3. Means and standard deviations for items concerning the use of the term "recall" with respect to medical devices (n=94)

<i>Mean</i>	<i>SD</i>	<i>Item</i>
3.50	2.9	The word 'recall' should be used for <i>all</i> defective and potentially hazardous food, medicines and implanted medical devices.
5.09	2.7	A <i>different</i> word other than 'recall' should be used as part of the name for notices specifically concerning surgically implanted devices. The word 'recall' should only be used for all other instances of potentially hazardous food, medicines, and (non-implanted) medical devices.
2.55	2.8	The word 'recall' should <i>not</i> be used at all as part of the name of notices for potentially hazardous food, medicine and medical devices. Rather, another name should be used to fit <i>all</i> kinds of defective products (including surgically implanted ones).