

**Peters, John C**

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From: Alex Malaspina  
Sent: Thu 8/06/2015 1:29 PM (GMT-06:00)  
To: [REDACTED]@coca-cola.com; [REDACTED]@coca-cola.com; [REDACTED]@coca-cola.com; [REDACTED]@ilsi.org;  
[REDACTED]@foodsci.umass.edu; [REDACTED]@unmc.edu; Peters, John C; Hill, James;  
[REDACTED]@yahoo.com  
Cc:  
Bcc:  
Subject: Fwd: FDA Roundtable on Pseudo Science

-----Original Message-----

From: Alex Malaspina <[REDACTED]@aol.com>  
To: miketaylor\_us <[REDACTED]@[REDACTED]>  
Sent: Thu, Aug 6, 2015 3:25 pm  
Subject: Fwd: FDA Roundtable on Pseudo Science

Dear Mike: How are you? I hope with the summer you have slowed down a little;  
Our friend Mat Echols ,whom you met at our breakfast is asking ,as per his email,if you would have an interest in becoming involved in this most important debate.  
i assume that , if your time would allow you , you will try to consider this task as this would be so important in FDA bringing good science to the table and as a result help people make the proper choices in such critical health issues, . If you are interested , and could do it,please contact Mat directly to obtain all the details.  
Many,many thanks.  
Warmest personal regards. Your Friend.Alex

-----Original Message-----

From: Ed Hays <[REDACTED]@coca-cola.com>  
To: Matt Echols <[REDACTED]@coca-cola.com>  
Cc: Alex Malaspina ([REDACTED]@aol.com) <[REDACTED]@aol.com>; Clyde Tuggle <[REDACTED]@coca-cola.com>  
Sent: Thu, Aug 6, 2015 2:30 pm  
Subject: Re: FDA Roundtable on Pseudo Science

This could be very positive. Ed

Sent from my iPhone

On Aug 6, 2015, at 2:06 PM, Matt Echols <[REDACTED]@coca-cola.com> wrote:

Alex, see below. Do you think Mr. Taylor would have any interest in the concept below? It would be so helpful if FDA could lead something like this.  
Matt

**From:** [REDACTED]@coca-cola.com  
**Sent:** Wednesday, July 29, 2015 3:48 PM  
**To:** Matt Echols  
**Subject:** FDA Roundtable Opportunity

Matt per our discussion yesterday, below is an outline of what the FDA panel could look like and a rationale for why it is needed. Let me know if it needs to be adjusted. Thanks  
Kirsten

**Working Title: Food Technology, Nutrition Communications and the Consequences of Pseudo-Science on Consumer Confidence**

**BACKGROUND:**

Recent events -- the vaccine scare in California, investigations by AMA and others into Dr. Oz, criticism of the Food Babe's misuse of science and pledges by food service establishments and companies to remove ingredients in response to "consumer pressure" -- have created a window of opportunity to drive an important message about the pervasiveness of pseudo-science and the unintended consequences it creates among consumers who now fear perfectly safe and beneficial products. While this conversation has begun, it has not yet reached the tipping point needed to create a true movement favoring evidenced based science and trust in the institutions responsible for our health and safety.

**STRATEGY:** To help propel this conversation further we recommend FDA chair roundtable discussions on the topic of junk science and the erosion of consumer confidence with the goal being to introduce the issue, provoke conversation and a desire for solutions among thought leaders, as well as subsequent media coverage and social conversation.

**POSSIBLE EXECUTION:**

FDA chairs a roundtable discussion on "*Junk Science Reporting and its Unintended Consequences on Consumer Confidence, Consumer Choice and Public Policy*". FDA convenes experts from a variety of disciplines from nutrition policy, food science/academia, healthcare and journalism. During the discussion the experts will examine case studies where junk science is driving media attention, corporate action and consumer decision-making. They will look at how this information is communicated, its effectiveness in raising concern among consumers and how it could be addressed in the future to prevent alarmism and risks to consumer health and wellbeing.

This is likely to be the first of many roundtable discussions on this topic where FDA could play a role as a convening agency or participant. Coming out of these sessions could be a call for more consumer education, a push for more responsible reporting or an renewed focus on evidence based science. Ultimately these discussions will help establish the chorus of voices needed to restore balance to the conversation and improve consumer confidence.

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