My advice to you if you want to broaden public engagement is that you listen to the public when you have hearings.  I participated in a public meeting held by the FDA when they were unveiling their new food safety rules.  The leaders were condescending to the participants.  The were defensive about their rules.  They were inflexible.  It was apparent from the beginning that they had no intention of responding in a meaningful way to the input from the public.  Why would anybody waste their time engaging with government employees who do not respect them.  It was apparent to all in the room that the FDA was simply going through the motions of meeting a regulatory requirement. 

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