

SMG 1356.2

FDA STAFF MANUAL GUIDES, VOLUME I - ORGANIZATIONS AND FUNCTIONS

FOOD AND DRUG ADMINISTRATION

OFFICE OF MEDICAL PRODUCTS AND TOBACCO

CENTER FOR TOBACCO PRODUCTS

OFFICE OF HEALTH COMMUNICATION AND EDUCATION

DIVISION OF PUBLIC HEALTH EDUCATION

Effective Date: 03/24/2014

1. DIVISION OF PUBLIC HEALTH EDUCATION (DKKIFA).

- A. Leads and directs the execution of strategies for all Office of Health Communication and Education (OHCE) communication and marketing products.
- B. Plans and directs all activities for the Health Education and Marketing (Campaigns), Digital Communications and New Media, and Community Partnerships Teams.
- C. Sets priorities and strategic plans to ensure compliance with regulatory requirements.
- D. Provides the campaign-related creative content development and deployment for OHCE.
- E. Leads and directs the comprehensive recognized health communication and marketing programs.
- F. Proposes long-term communication goals, objectives, and strategies; collaborates with OHCE senior leadership to prioritize these goals.
- G. Collaborates with the Division of Health, Scientific, and Regulatory Communication to ensure effective collaboration on communication, outreach, and research and evaluation activities.

2. AUTHORITY AND EFFECTIVE DATE.

The functional statements for this Division of Public Health Education were approved by the Deputy Commissioner for Operations/Chief Operating Officer and effective on 03/24/2014.

**FOOD AND DRUG ADMINISTRATION
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EFFECTIVE DATE: March 24, 2014

The following is the Food and Drug Administration, Office of Medical Products and Tobacco, Center for Tobacco Products, Office of Health Communication and Education, Division of Public Health Education organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR