

## **SMG 1114A.2**

### **FDA Staff Manual Guides, Volume I – Organizations and Functions**

#### **Department of Health and Human Services**

#### **Food and Drug Administration**

#### **Office of the Commissioner**

#### **Office of External Affairs**

#### **Office of Editorial and Creative Services**

Effective Date: December 14, 2018

#### **1. Office of Editorial and Creative Services (DCKA).**

- A. Serves as the Food and Drug Administration's (FDA) focal point for developing the full range of editorial, visual and multimedia information, materials and products for the FDA's key audiences (consumers, patients, health professionals, industry, and employees). This includes, but is not limited to blogs, videos, photographs, brochures, posters, reports, slide presentations and fact sheets.
- B. Oversees and directs the FDA's print and online communication and visual identity to ensure quality and consistency, as well as coherence in decision making and the efficient operation of these internal functions across the FDA and Department as a whole.
- C. Creates and disseminates the FDA's flagship consumer health information, which includes timely and easy-to-read consumer-focused written, video and graphic content to empower consumers.
- D. Acts as the FDA's Liaison with the Department of Health and Human Services (HHS) for all publications and audiovisual needs; provides prepublication clearance of publications, exhibits, and audiovisual materials in accordance with procedures established by the FDA, Public Health Services (PHS), the Department of Health and Human Services, Office of Management and Budget (OMB), and the White House
- E. Directs all aspects of FDA's Commissioner-led internal communication for employees; creates and coordinates FDA-Wide creation of content for reaching employees using a broad range of communication vehicles, as appropriate.

## **2. Authority and Effective Date.**

The functional statements for the Office of Editorial and Creative Services were approved by the Secretary of Health and Human Services and effective on December 14, 2018.

**Department of Health and Human Services  
Food and Drug Administration  
Office of the Commissioner  
Office of External Affairs  
Office of Editorial and Creative Services**



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The following is the Department of Health and Human Services, Food and Drug Administration, Office of External Affairs, Office of Editorial and Creative Services structure depicting all the organizational structures reporting to the Director.

Office of Editorial and Creative Services (DCKA)