

FDA Staff Manual Guides, Volume I – Organizations and Functions

Department of Health and Human Services

Food and Drug Administration

Human Foods Program

Office of Communications, Education and Engagement

Effective Date: May 13, 2024

1. Office of Communications, Education and Engagement (DCRF).

- A. Manages communications, consumer education, and public engagement strategies and activities for Food and Drug Administration's (FDA) Human Foods Program (HFP) to ensure these efforts are coordinated, timely, and advance HFP goals and priorities.
- B. Ensures HFP's effective communication, education, information sharing and engagement with a variety of internal and external audiences, including consumers, public health professionals, regulated industry, trade groups, government partners, and the media in support of FDA programs, and HFP priorities.
- C. Provides strategic communications and internal and external engagement guidance to HFP leadership and program staff on a wide range of issues, leveraging opportunities, identifying and addressing risks, and supporting collaboration with internal and external stakeholders.
- D. Builds and fosters relationships among internal and external stakeholders to ensure that HFP's policies are informed and relevant, and communicated in ways that are meaningful and effective.
- E. Coordinates with FDA's External Affairs, Media Affairs, and other communications counterparts, as well as those in other Federal agencies and departments.
- F. Implements and manages HFP's internal and external (in-person and virtual) information sharing and engagement activities.

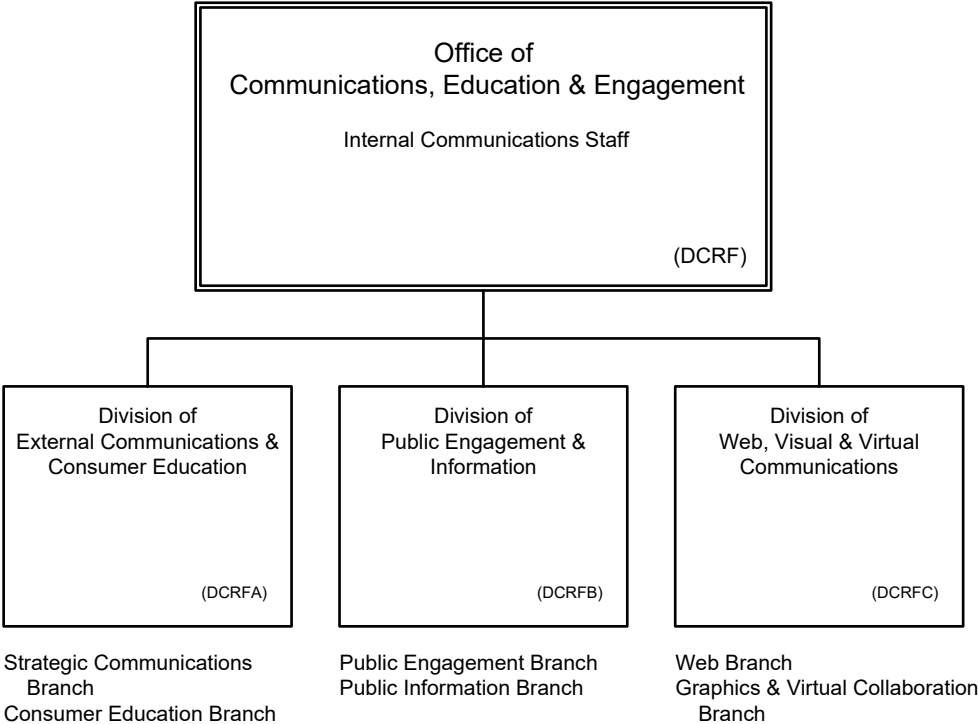
2. Internal Communications Staff (DCRF1).

- A. Leads the HFP internal communication program to develop, coordinate and deliver programmatic and organizational information to HFP staff, supporting their connection to HFP's priorities and impact.
- B. Drafts, clears, and disseminates HFP-wide communications relating to HFP programs and priorities, including messages from the HFP Deputy Commissioner and ensures HFP-wide distribution of special announcements, early release notifications, All-Hands meetings, activity group announcements.
- C. Coordinates and executes internal virtual events for HFP Deputy Commissioner such as monthly Webcast and Town Hall meetings.
- D. Fosters cohesive HFP culture and employee belonging through coordination of events and innovative internal communications methods to enhance HFP community.
- E. Manages HFP internal SharePoint presence to ensure content is current, accurate, and reflects HFP priorities and programming.

3. Authority and Effective Date.

The functional statements for the Office of Communications, Education and Engagement were approved by the Secretary of Health and Human Services on March 5, 2024, and effective on May 13, 2024.

**Department of Health and Human Services
Food and Drug Administration
Human Foods Program
Office of Communications, Education and Engagement**



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The following is the Department of Health and Human Services, Food and Drug Administration, Human Foods Program, Office of Communications, Education and Engagement organization structure depicting all the organizational structures reporting to the Director:

Internal Communications Staff (DCRF1)

Division of External Communications and Consumer Education (DCRFA)

Division of Public Engagement and Information (DCRFB)

Division of Web, Visual, and Virtual Communications (DCRFC)

These organizations report to the Division of External Communications and Consumer Education (DCRFA):

Strategic Communications Branch (DCRFA1)

Consumer Education Branch (DCRFA2)

These organizations report to the Division of Public Engagement and Information (DCRFB):

Public Engagement Branch (DCRFB1)

Public Information Branch (DCRFB2)

These organizations report to the Division of Web, Visual, and Virtual Communications (DCRFC):

Web Branch (DCRFC1)

Graphics and Virtual Collaboration Branch (DCRFC2)