

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

Division of External Communications and Consumer Education

Effective Date: March 15th, 2025

- 1. Division of External Communications and Consumer Education (DCRFA).**
 - A. Directs the design and execution of Human Foods Program (HFP) external communications and consumer education strategies and initiatives.
 - B. Develops, implements, coordinates, and evaluates consumer education initiatives and activities on public health topics and regulated products identified by HFP as priorities.
 - C. Develops messaging and content on HFP programs and announcements for a variety of external communications vehicles, including media inquiries, exhibits, web pages, and other print, digital and virtual media platforms.
 - D. Responds to trade media inquiries and coordinates rapid response communications on foods/dietary supplements programs.
 - E. Manages collaborations with communications counterparts within the Food and Drug Administration (including external affairs programs and media affairs programs), Department of Health and Human Services (HHS) and other Federal agencies, to effectively communicate HFP programs and partnership activities.
 - F. Ensures that HFP external communications and consumer education plans and materials incorporate best practices and approaches in risk communication, as appropriate.

2. Strategic Communication Branch (DCRFA1).

- A. Determines appropriate external communications strategies for HFP issues.
- B. Collaborates with HFP leadership and subject matter experts to identify key target audiences and develop messaging for external communications.
- C. Drafts and clears external communications for multiple platforms, including web content, public announcements, and social media.
- D. Manages relationships with trade media, responding to inquiries and proactively promoting HFP messaging through blogs, podcasts, guest columns, etc.
- E. Coordinates with Office of External Affairs/Office of Media Affairs on major media inquiries and interviews, and agency rollouts relating to HFP topics.

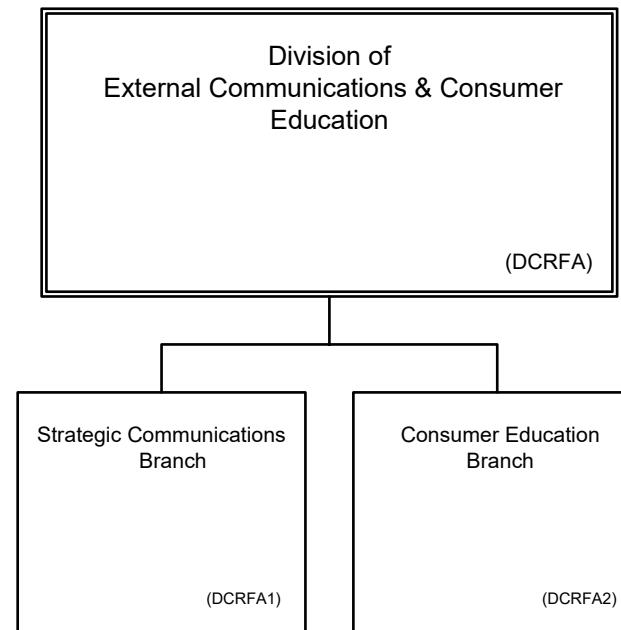
3. Consumer Education Branch (DCRFA2).

- A. Develops, implements, and evaluates public health education campaigns and initiatives related to HFP programs and priorities targeted to consumers, health educators, and other health professionals.
- B. Develops consumer education materials such as fact sheets, flyers, infographics, curricula, web content, videos, web-based interactive tools, and other creative assets on public health topics and regulated products identified by the HFP as priorities.
- C. Ensures that consumer education materials on public health topics and regulated products identified by the HFP as priorities are informed by science and latest research, in plain language and appropriately tailored, incorporate risk communication principles and best practices as appropriate, and presented in a manner that is comprehensible and relevant to the target audience(s).
- D. Develops materials and education resources for professionals including health educators, dietitians, nurses, teachers, and physicians on public health topics and regulated products identified by the HFP as priorities.
- E. Develops, implements, and evaluates a variety of strategies for promoting awareness and use of the HFP's consumer and professional education resources including target audience outreach and engagement, social media platforms, paid advertising, and conference exhibiting.
- F. Coordinates and manages the distribution of educational materials and resources.

4. Authority and Effective Date.

The functional statements for the Division of External Communications and Consumer Education were approved by the Chief Financial Officer and effective on March 15th, 2025.

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



Staff Manual Guide 1231A.61

Organizations and Functions

Effective Date: May 13, 2024

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

Strategic Communications Branch (DCRFA1)

Consumer Education Branch (DCRFA2)