

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

Effective Date: May 13, 2024

1. Office of External Affairs (DCK).

- A. Serves as the central point of communication and education about the Food and Drug Administration's (FDA) public health and regulatory activity. This includes the development, coordination, and leadership of all FDA communication and outreach efforts to the news media, health professionals, patient advocates, industry, consumer groups, and the general public.
- B. Serves as the focal point for internal employee communication, creative and editorial services, social media, and best practices in digital and web technology.
- C. Advises the Commissioner, Principal Deputy Commissioner, Deputy Commissioners and other FDA leadership on the FDA's communication to the media, stakeholder, Congress, and the general public on issues that affect FDA – wide programs, projects, strategies, partnerships and initiatives, including appropriate speaking venues and meetings. Serves as communications liaison with the Department of Health and Human Services (HHS) on all communication activities.
- D. Advises and assists the Commissioner and other FDA leadership on all public information programs; acts as the focal point for disseminating news on FDA activities and as a liaison with the Public Health Service and HHS on public information programs.
- E. Advises the Commissioner, Principal Deputy Commissioner, Deputy Commissioners and other FDA leadership throughout the FDA on sensitive and controversial programs and initiatives that affect external stakeholder groups.
- F. Coordinates FDA-wide communication activities to support employee engagement needs on behalf of the Commissioner and other leadership.

- G. Draft speeches, informal remarks, talking points, slides, op-ed pieces and letters to the editor for the Commissioner. Advises the Commissioner and other FDA leadership on messages about the FDA's public health priorities and initiatives.
- H. Ensures consistent visual identity and messaging across the FDA.
- I. Provides communication expertise and state-of-the-art digital guidance and tools for application across the FDA.
- J. Leads efforts to enhance the FDA's communication infrastructure to better serve the public.
- K. Coordinates and implements policies, programs and initiatives related to MedWatch, including websites and E-list.

2. Operations Staff (DCK1).

- A. Provides advice and direction to the Office Director, and other senior managers and staff, on all areas of office and resource management, including budget formulation and execution, financial management, management analysis, personnel, safety, and administrative operations.
- B. Provides advice and direction for the management and administrative interface with FDA.
- C. Manages all acquisitions and procurements associated within the Office. Serves as the Contracting Officer Representative (COR) for the Office.
- D. Provides advice and direction to assure compliance with statuses, executive orders, and administrative directives, such as the Chief Financial Officer Act and the Federal Financial Managers' Financial Integrity Act.
- E. Provides advice and guidance to the Office on all aspects of administrative management operations, physical security, safety management and property management activities in accordance with established guidelines.
- F. Directs and coordinates the Office safety program in coordination with the Office of Operations (OO); develops plans and activities to assure the Office compliance with safety related laws and regulations.
- G. Provides services and support on human capital management activities and serves as liaison with the FDA's Human Resources programs.
- H. Develops and coordinates short and long-range facility plans and priorities for the Office in coordination with OO. Serves as principal liaison with other FDA components to ensure that the Office facilities are adequate and that special issues, needs, or concerns are addressed.

- I. Provides advice and direction for the management of Diversity, Equity, Inclusion, and Accessibility activities and employee engagement activities within the Office.

3. Public Engagement Staff (DCK3).

- A. Advises the Commissioner and other FDA leadership on key policy and public health issues related to stakeholder organizations representing regulated industry, health care professionals (HCPs), patients, and consumers.
- B. Assists in the planning, administration, development, and evaluation of FDA policies related to stakeholders.
- C. Serves as a liaison between FDA and stakeholder organizations to educate on key FDA-related policy and public health issues and bring information from stakeholders back to the FDA for use in developing and adapting FDA policy and strategic engagement activities.
- D. Provides internal coordination across Center and Office of the Commissioner (OC) organizations on stakeholder engagement around FDA communication related to high-priority issues and policies.
- E. Plans and conducts meetings with key stakeholder organizations, ranging from small meetings on a single issue to multi-day symposiums on significant public health policy issues.
- F. Administers MedWatch, the FDA safety information and adverse event reporting program, including the MedWatch web pages, E-list, Rich Summary Site (RSS) feed, and Twitter account.
- G. Provides triage and navigation services for inbound patient/HCP inquiries. Recognized as a central entry point to the FDA for the patient community.
- H. Administers external patient and HCP communication tools.

4. Web and Digital Media Staff (DCK4).

- A. Responsible for directing the design, content management, usability, and evaluation of the FDA website (www.fda.gov).
- B. Develops and interprets the FDA's web policies and serves as advocates for the FDA's web presence and catalysts for creative use of the web and digital services and social media for the FDA.
- C. Plans, develops, and implements FDA-wide social media communication strategies for disseminating FDA actions to the public, in support of the

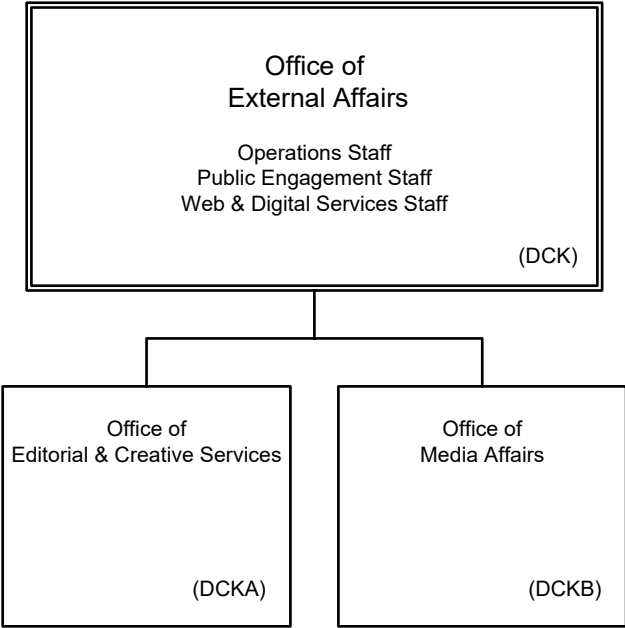
FDA's top priorities and initiatives. Provides direction and strategic planning related to social media across the FDA.

- D. Serves as the focal point and contact with the FDA, HHS, and other federal government website programs and operations.
- E. Provides direction, strategic planning, and management coordination on FDA website and digital media programs.
- F. Works closely with the website contacts throughout the agency to plan, coordinate, execute and evaluate the FDA's website operations.
- G. Establishes, manages, and monitors the implementation of FDA standards and policies for information published on the FDA website.
- H. Provides web-related information management strategy through a collaborative effort with the FDA Office of Digital Transformation and the website communication and operations staffs throughout the agency.
- I. Designs, develops, implements, monitors, and manages information published on the FDA's website and external digital assets.

5. Authority and Effective Date.

The functional statements for the Office of External Affairs 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
Office of External Affairs**



Staff Manual Guide 1114A.1
Organizations and Functions
Effective Date: May 13, 2024

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

Operations Staff (DCK1)
Public Engagement Staff (DCK3)
Web and Digital Services Staff (DCK4)
Office of Editorial and Creative Services (DCKA)
Office of Media Affairs (DCKB)