

**SMG 1255.9**

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

**Department of Health and Human Services**

**Food and Drug Administration**

**Center for Devices and Radiological Health**

**Office of Communication and Education**

**Division of Communication**

Effective Date: December 14, 2018

**1. Division of Communication (DCCEA).**

- A. Leads multidisciplinary teams to create, deliver and market health information about medical devices using customer-centered and science-based information.
- B. Leads strategic communication and web programs to support Center and Food and Drug Administration (FDA) programs to protect and promote the public health.
- C. Identifies health information needs of target audiences and develops strategic communication systems to develop and deliver messages.
- D. Advises the Center and Agency about strategies and programs designed to communicate with the public about the risks and benefits of FDA-regulated products to encourage optimal use of these products.
- E. Distributes risk and benefit information to the public to enable people to make informed judgments about the use of FDA-regulated products.
- F. Sets long-term vision for the Center for Devices and Radiological Health (CDRH) strategic communication.
- G. Ensures CDRH communications complies with 508 requirements, in conjunction with the Americans with Disabilities Act.

**2. Web and Graphics Branch (DCCEA1).**

- A. Leads CDRH web program. Sets long-term vision for web management.
- B. Researches and consults on best practices for web communication.

- C. Conducts website analyses including usability testing and research to identify the information needs of specific target audiences.
- D. Researches and uses electronic methods of message dissemination including interactive social media.
- E. Designs and develops graphic media to facilitate communication internally and externally.
- F. Serves as CDRH Webmasters. Coordinates and implements CDRH Web policies, implements the FDA's Content Management System, and maintains the internal and external website format and content.

**3. External Communications Branch (DCCEA2).**

- A. Leads external communication programs to develop, deliver, and market public health messages about the benefits and risks of medical devices and radiation-emitting products.
- B. Leads research in best practices for communicating the risks and benefits associated with the use of medical devices and radiation-emitting products.
- C. Coordinates all requests for CDRH speakers for external events.
- D. Explores and promotes innovative outreach methods.
- E. Conducts audience analyses including focus group testing and other social science research.
- F. Serves as CDRH focal point for plain language and health literacy.

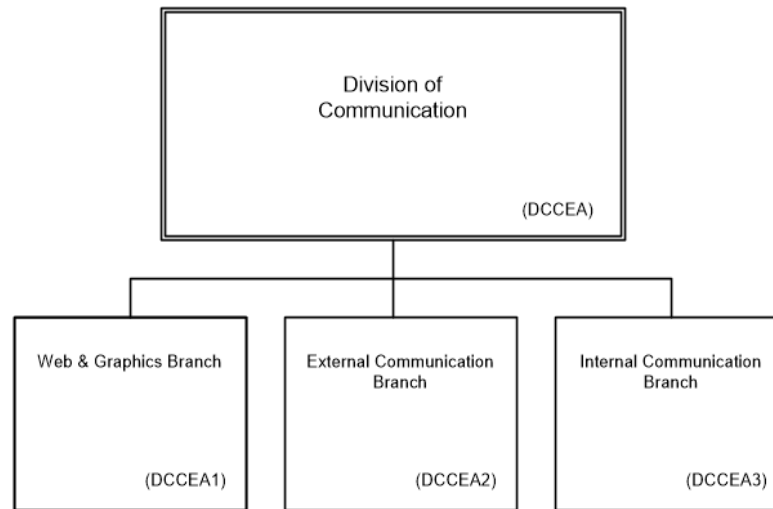
**4. Internal Communications Branch (DCCEA3).**

- A. Leads internal communication program to develop, coordinate and deliver programmatic and organizational information to CDRH staff.
- B. Leads research in best practices for internal communication.
- C. Explores and promotes innovative communication methods.
- D. Directs the CDRH Executive Secretariat function. Responsible for developing reports and coordinating briefings for FDA and Health and Human Service (HHS) regarding Center activities.
- E. Manages CDRH incoming and outgoing congressional, HHS, FDA and Center tracked correspondence.

**5. Authority and Effective Date.**

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

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The following is the Department of Health and Human Services, Food and Drug Administration, Center for Devices and Radiological Health, Office of Communication and Education, Division of Communication organization structure depicting all the organizational structures reporting to the Director.

These branches report to the Division of Communication (DCCEA)

- Web & Graphics Branch (DCCEA1)
- External Communication Branch (DCCEA2)
- Internal Communication Branch (DCCEA3)