

SMG 1255.9

FDA STAFF MANUAL GUIDES, VOLUME I - ORGANIZATIONS AND FUNCTIONS

FOOD AND DRUG ADMINISTRATION

OFFICE OF MEDICAL PRODUCTS AND TOBACCO

CENTER FOR DEVICES AND RADIOLOGICAL HEALTH

OFFICE OF COMMUNICATION AND EDUCATION

DIVISION OF HEALTH COMMUNICATION

Effective Date: 03/27/2014

1. DIVISION OF HEALTH COMMUNICATION (DKKWGA).

- 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 Agency programs to protect and promote the public health.
- C. Conducts research to analyze the 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 Food and Drug Administration (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.

2. WEB COMMUNICATION BRANCH (DKKWGA2).

- A. Leads Center for Devices and Radiological Health (CDRH). 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. Develops content for new and existing websites.
- E. Researches and uses electronic methods of message dissemination including interactive social media.
- F. Designs and develops graphic media to facilitate communication internally and externally.
- G. Serves as CDRH Webmasters. Coordinates and implements CDRH Web policies, implements the Agency's Content Management System, and maintains the internal and external websites.
- H. Ensures that CDRH web content complies with 508 requirements, in conjunction with the Americans with Disabilities Act.

3. STRATEGIC COMMUNICATION BRANCH (DKKWGA3).

- A. Leads external communication programs to develop, deliver, and market public health messages about the benefits and risks of medical devices.
- B. Sets long-term vision for CDRH strategic communication.
- C. Develops content for new and existing websites.
- D. Leads research in best practices for communicating the risks and benefits associated with the use of medical devices.
- E. Conducts patient labeling reviews for premarket applications.
- F. Leads the Center's strategic communication processes. Develops communication strategies for CDRH.
- G. Explores and promotes innovative outreach methods.
- H. Conducts audience analyses including focus group testing and other social science research.
- I. Serves as CDRH focal point for plain language and health literacy.
- J. Develops and promotes strategies for obtaining, analyzing, and incorporating the views of Agency target audiences, including health professionals and lay device users, into Center policy and decision making.

4. AUTHORITY AND EFFECTIVE DATE.

The functional statements for this Division were approved by the Director, Center for Devices and Radiological Health on March 27, 2014.

**FOOD AND DRUG ADMINISTRATION
OFFICE OF MEDICAL PRODUCTS AND TOBACCO
CENTER FOR DEVICES AND RADIOLOGICAL HEALTH
OFFICE OF COMMUNICATION AND EDUCATION
DIVISION OF HEALTH COMMUNICATION**

OFFICE OF THE DIRECTOR

Strategic Communication Branch
Web Communication Branch

Staff Manual Guide 1255.9
Organizations and Functions
Effective Date: March 27, 2014

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

OFFICE OF THE DIRECTOR:

- Strategic Communication Branch
- Web Communication Branch