

**SMG 1266.11**

**FDA STAFF MANUAL GUIDES, VOLUME I - ORGANIZATION AND  
FUNCTIONS**

**FOOD AND DRUG ADMINISTRATION**

**CENTER FOR DRUG EVALUATION AND RESEARCH**

**OFFICE OF MEDICAL POLICY**

**OFFICE OF PRESCRIPTION DRUG PROMOTION**

Effective Date: 07/26/2011

**1. OFFICE OF PRESCRIPTION DRUG PROMOTION (DNFA).**

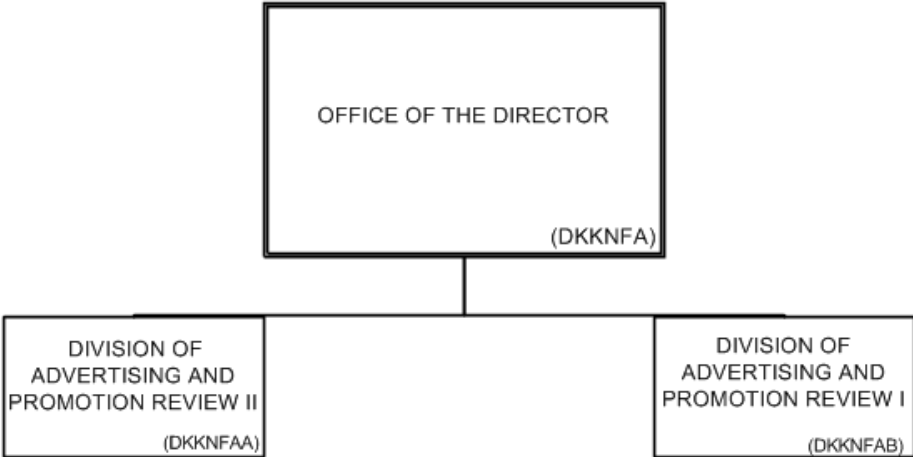
- A. Formulates and establishes policy for the regulation of prescription drug promotion, including advertisements, promotional labeling, and other promotional activities
- B. Plans and supervises research studies to evaluate the impact of health communication and prescription drug promotion directed to healthcare professionals and consumers

**2. AUTHORITY AND EFFECTIVE DATE.**

The functional statements for this Office were approved by the Secretary, Health and Human Services on July 26, 2011.

<b>STATUS (I, R, C)</b>	<b>DATE APPROVED</b>	<b>LOCATION OF CHANGE HISTORY</b>	<b>CONTACT</b>	<b>APPROVING OFFICIAL</b>
Initial	07/26/2011	N/a	CDER/OM	Secretary, Health and Human Services

**FOOD AND DRUG ADMINISTRATION  
OFFICE OF MEDICAL PRODUCTS AND TOBACCO  
CENTER FOR DRUG EVALUATION AND RESEARCH  
OFFICE OF MEDICAL POLICY  
OFFICE OF PRESCRIPTION DRUG PROMOTION**



STAFF MANUAL GUIDE 1266.11  
ORGANIZATIONS AND FUNCTIONS  
EFFECTIVE DATE: April 17, 2016

The following is the Food and Drug Administration, Office of Medical Products and Tobacco, Center for Drug Evaluation and Research, Office of Medical Policy, Office of Prescription Drug Promotion organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR (DKKNFA):

- DIVISION OF ADVERTISING AND PROMOTION REVIEW I (DKKNFAB)
- DIVISION OF ADVERTISING AND PROMOTION REVIEW II (DKKNFAA)