

SMG 1266.111

**FDA STAFF MANUAL GUIDES, VOLUME I – ORGANIZATIONS AND
FUNCTIONS**

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

DIVISION OF ADVERTISING AND PROMOTION REVIEW II

Effective Date: April 17, 2016

1. DIVISION OF ADVERTISING AND PROMOTION REVIEW II (DKKNFAA).

- A. Reviews draft promotional materials directed to consumers and healthcare professionals and provides detailed written advisory comments to industry sponsors.
- B. Develops and issues enforcement actions against false and misleading prescription drug promotional materials and activities directed to consumers and healthcare professionals.
- C. Reviews draft professional and patient labeling for inappropriate promotional content.

2. AUTHORITY AND EFFECTIVE DATE.

The functional statements and organizational chart for this Division were approved by the Secretary of Health and Human Services on December 15, 2015, and effective on April 17, 2016.

FOOD AND DRUG ADMINISTRATION
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DIVISION OF ADVERTISING AND PROMOTION REVIEW II

OFFICE OF THE DIRECTOR

(DKKNFAA)

STAFF MANUAL GUIDE 1266.111
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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, Division of Advertising and Program Review II organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR (DKKNFAA)