

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

FOOD AND DRUG ADMINISTRATION

OFFICE OF THE COMMISSIONER

OFFICE OF EXTERNAL AFFAIRS

OFFICE OF COMMUNICATIONS

Effective Date: 02/27/2013

1. OFFICE OF COMMUNICATIONS (DAUB).

- A. Advises the Commissioner, Deputy Commissioners and other key Agency officials on Agency communications and issues that affect Agency-wide programs, projects, strategies, partnerships, and initiatives for internal and external audiences.
- B. Oversees and directs the Agency's print and online communications and visual identity to ensure quality and consistency as well as coherence in decision making and the efficient operation of these internal functions across the Agency and Department as a whole.
- C. Acts as the Agency's Liaison with the Department of Health and Human Services (HHS) for all publications and audiovisual needs; provides prepublication clearance of publications, exhibits, and audiovisual materials in accordance with procedures established by the Agency, Public Health Services (PHS), the Department of Health and Human Services, Office of Management and Budget (OMB), and the White House.
- D. Establishes and maintains partnerships with internal and external organizations and conducts broad array of other activities to increase the reach of FDA information for the general public and industry.
- E. Serves as the Agency's focal point for developing the full range of editorial, visual and multimedia information, materials and products for the Agency's key audiences (consumers, health professionals, industry, and employees). This includes products, but are not limited to blogs, brochures, posters, reports, slide presentations and fact sheets.
- F. Creates and disseminates the Agency's flagship consumer health

- information, which includes timely and easy-to-read Consumer Update articles, videos and photo slide shows containing the latest on all FDA-regulated products and practical wellness and prevention information to empower consumers. Manages the “For Consumers” Section of the FDA website.
- G. Directs all aspects of FDA’s internal communications for employees, including the content and visual strategies for the homepage of the Agency’s internal website; creates and coordinates Agency-Wide creation of content for reaching employees using a broad range of communications vehicles.
 - H. Drafts speeches, informal remarks, talking points, slides, op-ed pieces and letters to the editor for the Commissioner. Advises the Commissioner and other senior FDA executives on messages about FDA’s public health priorities, initiatives, and crucial priorities.
 - I. Manages speaker requests for issues that cut across FDA’s organizational and product lines, as well as major meetings that involve various FDA Centers and Offices.
 - J. Advises Centers and Offices on appropriate speaking venues and meetings; and helps ensure that proper procedures are followed and ethical standards are observed.
 - K. Serves as a key resource for historical perspectives as well as records and resources used for Agency communications and programs, including printed and online information, commemoratives, anniversaries and milestones.

2. FDA HISTORY OFFICE (DAUB2).

- A. Provides expertise on history of FDA and predecessors; and is a key resource for historical records and resources used for Agency communications and programs, including printed and online information, commemoratives, anniversaries and milestones.
- B. Conducts research and creates content for print and online publications, social media, blogs, briefing reports, and presentations interpretive of FDA for internal and external audiences. Maintains an extensive office research file.
- C. Responds to information requests from FDA Centers, scholars, the press, consumers, government Agencies, industry, trade organizations, health professionals, associations, and foreign sources. Presents information to internal and external audiences, including in workshops, briefings, and

seminars.

- D. Provides expertise and assesses the historical value of Agency communications materials and other resources, i.e. records, photographs, films, audio-visual records, and rare or out-of-print monographs. Leverages FDA resources through consultative partnerships with FDA Offices.
- E. Collaborates on preservation of historical materials with experts at the National Archives and Records Administration, the National Library of Medicine, the Smithsonian Institution, and other Government, Academic, and Private Institutions.
- F. Collects, processes, and preserves artifacts that capture the history of FDA's work, represent the commodities it regulates, and document the breadth of its responsibilities. Mounts a variety of exhibits in collaboration with other public and private institutions to educate agency employees and the public about the history and work of the FDA.
- G. Partners with the National Library of Medicine, History of Medicine Division, to create and make available transcripts and recordings of an oral history program that documents FDA's institutional history, through personal interviews with key exiting FDA employees.

3. AUTHORITY AND EFFECTIVE DATE.

The functional statements for this Office were approved by the Commissioner of Food and Drugs on February 27, 2013.

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OFFICE OF THE COMMISSIONER
OFFICE OF EXTERNAL AFFAIRS
OFFICE OF COMMUNICATIONS**

OFFICE OF THE DIRECTOR
FDA History Office

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The following is the Food and Drug Administration, Office of the Commissioner, Office of External Affairs, Office of Communications organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR:

- FDA History Office