

**SMG 1255.1**

**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**

Effective Date: December 14, 2018

**1. Office of Communication and Education (DCCE).**

- A. Controls the resource management activities of the Office.
- B. Develops and coordinates overarching communication and education activities for internal and external stakeholders.
- C. Provides strategic communication and education advice to center and agency leadership.
- D. Provides expertise on core communication and education tools for application in support of Center and the Food and Drug Administration (FDA) programs.
- E. Develops and implements strategies for obtaining, analyzing, and incorporating the views and needs of health professionals, lay device users, and industry into the Center policy and decision-making processes as well as in problem analysis, resolution strategy development, implementation, and evaluation processes.
- F. Ensures consistency with FDA branding, messaging, and strategic direction.
- G. Maintains broad understanding of the needs of regulated entities and the public.
- H. Effectively collaborates and coordinates with internal and external partners and stakeholders.
- I. Oversees Center activities pertaining to information disclosure.

## **2. Program Management Operations Staff (DCCE1).**

- A. Provides authoritative advice and guidance to the Office Director on administrative management matters, management policies, guidelines, issues and concerns that impact Office/Center programs and initiatives.
- B. Provides leadership, guidance and directs the development of long-range strategic management and operational plans, and systems for Office activities and directs technical support.
- C. Directs, coordinates and controls the resource management activities of the Office. Coordinates and provides analysis, execution and evaluation of business operations.
- D. Directs the Center for Devices and Radiological Health's (CDRH) Meeting Management activities, including providing conference room scheduling and audio visual services and resources for meetings and training events at the White Oak campus.
- E. Directs and manages all public meetings hosted by CDRH including registration, procurement services and on-site support.

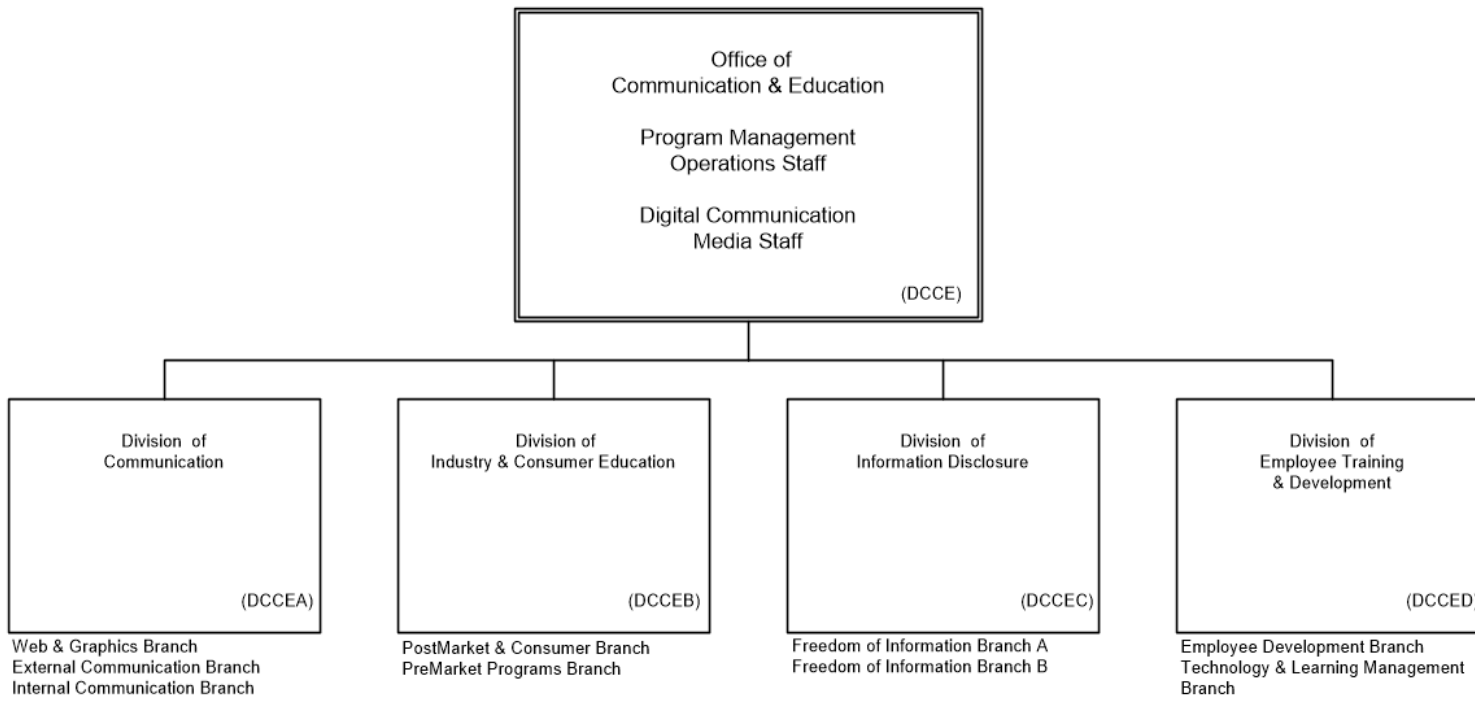
## **3. Digital Communication Media Staff (DCCE2).**

- A. Manages the CDRH video production studio facility.
- B. Researches and evaluates suitable multimedia communications for client and stakeholder needs such as Public Service Announcements, internal and external training video programs, live and On-Demand webcasts, live remote telepresence for meetings, and satellite media tours.
- C. Collaborates with Center and FDA staff to produce communication products that meet FDA objectives, contain sound medical and scientific standards, and are technically sound.
- D. Provides design and execution of multimedia communication, including but not limited to videos, webcasts and podcasts and disseminates information and/or training to the FDA field, State health departments, other Federal agencies, health professionals and the medical device industry.
- E. Provides digital media support to the agency including purchase, installation, inventory, maintenance and operation of equipment.
- F. Provides video services to FDA and other federal agencies.

#### **4. Authority and Effective Date.**

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

**Department of Health and Human Services  
Food and Drug Administration  
Center for Devices and Radiological Health  
Office of Communication and Education**



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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 organization structure depicting all the organizational structures reporting to the Director.

These staffs and divisions report to the Office of Communication & Education (DCCE)

- Program Management Operations Staff
- Digital Communication Media Staff

These branches report to the Division of Communication (DCCEA)

- Web & Graphics Branch
- External Communication Branch
- Internal Communication Branch

These branches report to the Division of Industry & Consumer Education (DCCEB)

- PostMarket & Consumer Branch
- PreMarket Programs Branch

These branches report to the Division of Information Disclosure (DCCEC)

- Freedom of Information Branch A
- Freedom of Information Branch B

These branches report to the Division of Employee Training & Development (DCCED)

- Employee Development Branch
- Technology & Learning Management Branch