

SMG 1261.20

**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 COMMUNICATIONS

Effective Date: 07/08/2011

1. OFFICE OF COMMUNICATIONS (DKKNC)

- A. Provides strategic communication advice to center and agency leadership
- B. Develops and coordinates overarching public communication and education activities
- C. Ensures consistent branding, messaging, and strategic direction
- D. Maintains broad understanding of the needs of regulated entities and the public
- E. Provides expertise on core communication tools for application within CDER offices
- F. Effectively collaborates and coordinates with internal and external partners and stakeholders

2. AUTHORITY AND EFFECTIVE DATE

The functional statements for this Office were approved by the Secretary of the Department of Health and Human Services on July 8, 2011.

STATUS (I, R, C)	DATE APPROVED	LOCATION OF CHANGE HISTORY	CONTACT	APPROVING OFFICIAL
Initial	05/11/2006	N/a	OC/OA/ OM/OMP	Acting Commissioner, Food and Drug Administration
Revision	03/02/2010	N/a	OC/OA/ OM/OMP	Commissioner of Food and Drugs

STATUS (I, R, C)	DATE APPROVED	LOCATION OF CHANGE HISTORY	CONTACT	APPROVING OFFICIAL
Revision	07/08/2011	N/a	CDER/OM	Secretary of the Department of Health and Human Services

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

OFFICE OF COMMUNICATIONS:

- DIVISION OF ONLINE COMMUNICATIONS
- DIVISION OF HEALTH COMMUNICATIONS
- DIVISION OF DRUG INFORMATION