

SMG 1261.25

**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

DIVISION OF HEALTH COMMUNICATIONS

Effective Date: 07/08/2011

1. DIVISION OF HEALTH COMMUNICATIONS (DKKNCE)

- A. Leads the development, testing, and implementation of public health messages through the use of social marketing to increase awareness about CDER
- B. Develops scientific/medical communication materials to educate the public about FDA regulated products
- D. Develops, maintains, and leverages strategic partnerships and alliances to inform stakeholders and increase knowledge of FDA-regulated products targeted to various audiences
- E. Plans, conducts, and evaluates formative and outcome research to develop materials
- F. Provides effective internal communication to keep CDER employees informed about policy, guidance and personnel changes

2. AUTHORITY AND EFFECTIVE DATE

The functional statements for this Division 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	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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OFFICE OF THE DIRECTOR

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Organizations and Functions
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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, Division of Health Communications organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR