

SMG 1261.25

FDA Staff Manual Guides, Volume I - Organizations And Functions

Department of Health and Human Services

Food and Drug Administration

Center for Drug Evaluation and Research

Office of Communications

Division of Public Education & Outreach

Effective Date: December 14, 2018

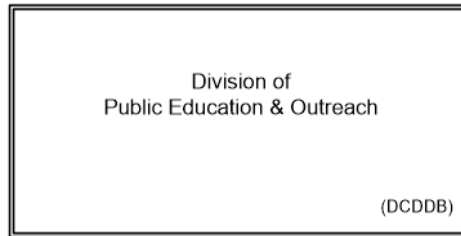
1. Division of Public Education & Outreach (DCDDB).

- A. Leads the development, testing, and implementation of public health messages through the use of social and traditional marketing to increase awareness and education of Food and Drug Administration (FDA) regulations and activities.
- 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, regulations and activities targeted to various audiences.
- E. Plans, conducts, and evaluates formative and outcome research to develop outreach and educational materials.
- F. Provides effective internal communication to keep Center for Drug Evaluation and Research employees informed about policy, guidance and personnel changes.

2. Authority and Effective Date.

The functional statements for the Division of Public Education and Outreach 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 Drug Evaluation and Research
Office of Communications
Division of Public Education and Outreach**



Staff Manual Guide 1261.25
Organizations and Functions
Effective Date: December 14, 2018

The following is the Department of Health and Human Services, Food and Drug Administration, Center for Drug Evaluation and Research, Office of Communications, Division of Public Education & Outreach organization structure depicting all the organizational structures reporting to the Director.

Division of Public Education & Outreach (DCDDB).