

**SMG 1219.4**

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

**FOOD AND DRUG ADMINISTRATION**

**OFFICE OF MEDICAL PRODUCTS AND TOBACCO**

**CENTER FOR BIOLOGICS EVALUATION AND RESEARCH**

**OFFICE OF COMMUNICATION, OUTREACH AND DEVELOPMENT**

**DIVISION OF COMMUNICATION AND CONSUMER AFFAIRS**

Effective Date: 07/08/2011

**1. DIVISION OF COMMUNICATION AND CONSUMER AFFAIRS (DKKBHC).**

- A. Directs and implements Center consumer and professional informational activities and coordinates these activities with their Agency component.
- B. Identifies, plans, and develops informational and outreach programs and materials on the prevention, identification and treatment of AIDS and on biological products and their use for consumers and health professionals.
- C. Prepares, develops and coordinates Center and Agency responses to inquiries on AIDS, and biological products from health professionals, consumers, and other public sectors.
- D. Responsible for content development, design, policy and management of Center's Internet and Intranet web sites; serves as liaison with Agency Web Manager.
- E. Responsible for all information exchanged to the public through the web technology; assures the Center's web sites comply with Agency guidance and standards.
- F. Responsible for administering and maintaining the Center's outreach communication mechanisms.

**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.

**FOOD AND DRUG ADMINISTRATION  
OFFICE OF MEDICAL PRODUCTS AND TOBACCO  
CENTER FOR BIOLOGICS EVALUATION AND RESEARCH  
OFFICE OF COMMUNICATIONS, TRAINING AND MANUFACTURERS ASSISTANCE  
DIVISION OF COMMUNICATION AND CONSUMER AFFAIRS**



Staff Manual Guide 1219.4  
Organizations and Functions  
Effective Date: July 8, 2011

The following is the Food and Drug Administration, Office of Medical Products and Tobacco, Center for Center for Biologics Evaluation and Research, Office of Communications, Training and Manufacturers Assistance, Division of Communication and Consumer Affairs organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR:

- Communication Technology Branch
- Consumer Affairs Branch