

SMG 1219.4

FDA Staff Manual Guides, Volume I – Organizations and Functions

Department of Health and Human Services

Food and Drug Administration

Center for Biologics Evaluation and Research

Office of Communication, Outreach and Development

Division of Communication and Consumer Affairs

Effective Date: January 6, 2022

1. Division of Communication and Consumer Affairs (DCBHC).

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

2. Communication Technology Branch (DCBHC1).

- A. Responsible for the publication of new guidance documents and policies through the Center's various communication mechanism.

- B. Manages all consumer, trade press and professional affairs for the Center and manages the Center's internet and intranet website content development and outreach communication mechanisms.
- C. Responsible for the Center's external communication activities and distribution of information via the internet and other center external communication mechanisms.
- D. Implements policy for internet and intranet communication mechanisms and coordinates such activities with director of OCOD and Division director.
- E. Assures product safety and approval information is made available to the public, healthcare professionals and related stakeholders.
- F. Develops and manages information dissemination mechanisms and assures Agency guidelines are fully implemented.
- G. Enhances and Improves public access to important center information.
- H. Responsible for all final decisions concerning content, policy, design and user inference of the Center's web sites.

3. Consumer Affairs Branch (DCBHC2).

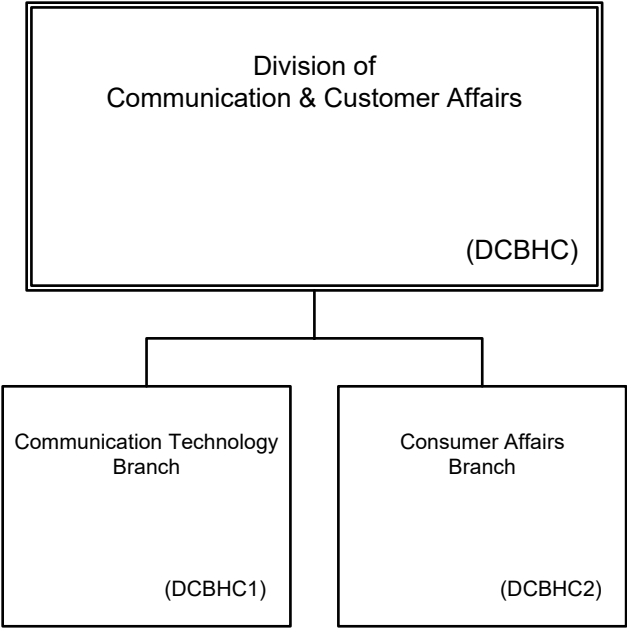
- A. Administers and maintains the center's outreach communication mechanisms.
- B. Provides a range of communication services in support of CBER operations, CBER medical products and program areas to advance the FDA and CBER's priorities and initiatives.
- C. Engages CBER employees and FDA stakeholders relative to CBER priorities, initiatives, and operations; and provides direction and counsel to CBER senior leadership on communication initiatives.
- D. Plans, implements, and manages major, complex regulatory and non-regulatory public health communication programs and processes.
- E. Works with senior FDA and CBER officials to develop strategic communications plans and messages about key initiatives, programs, medical products or priorities that advance FDA's mission to protect the public health.
- F. Advises CBER senior leadership on strategic communications strategies and programs.
- G. Informs and advises FDA and CBER management about the design, production and dissemination of internal and external public information and communications campaigns.

- H. Strengthens strategic partnership across CBER and the FDA to ensure CBER accurately, persuasively and consistently delivers the Division, Center, and FDA messages to CBER staff, FDA stakeholders, and constituents.

4. Authority and Effective Date.

The functional statements for the Division of Communication and Consumer Affairs were approved by the Secretary of Health and Human Services on October 22, 2021, and effective on January 6, 2022.

Department of Health and Human Services
Food and Drug Administration
Center for Biologics Evaluation and Research
Office of Communication, Outreach and Development
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The following is the Department of Health and Human Services, Food and Drug Administration, Center for Biologics Evaluation and Research, Office of Communication, Outreach, and Development, Division of Communication and Consumer Affairs organization structure depicting all the organizational structures reporting to the Director:

Division of Communication and Consumer Affairs (DCBHC)

Communication Technology Branch (DCBHC1)

Consumer Affairs Branch (DCBHC2)