

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

**FOOD AND DRUG ADMINISTRATION**

**OFFICE OF FOODS AND VETERINARY MEDICINE**

**CENTER FOR FOOD SAFETY AND APPLIED NUTRITION**

**OFFICE OF ANALYTICS AND OUTREACH**

**DIVISION OF EDUCATION, OUTREACH AND INFORMATION**

Effective Date: August 28, 2014

**1. DIVISION OF EDUCATION, OUTREACH AND INFORMATION (DJJHCA).**

- A. Directs the Center's consumer education activities in coordination with other Agency components.
- B. Develops and maintains content for the Center's Internet web sites and related web communications for Center for Food Safety and Nutrition (CFSAN) regulated products.
- C. Directs the Center's Information Center in responding to industry, public and others inquiries on topics that fall under CFSAN's purview.

**2. EDUCATION AND OUTREACH BRANCH (DJJHCA1).**

- A. Develops, coordinates, and evaluates consumer education initiatives and activities in the areas CFSAN-regulated products.
- B. Coordinates to represents CFSAN and CFSAN related products in conferences and professional meetings.

**3. INFORMATION CENTER BRANCH (DJJHCA2).**

- A. Responds quickly and accurately to industry, public and others inquires, that are received through phone calls, letters, email, online chat and other media as appropriate
- B. Provides feedback to program offices and Center Management on information and data gathered from inquiries.

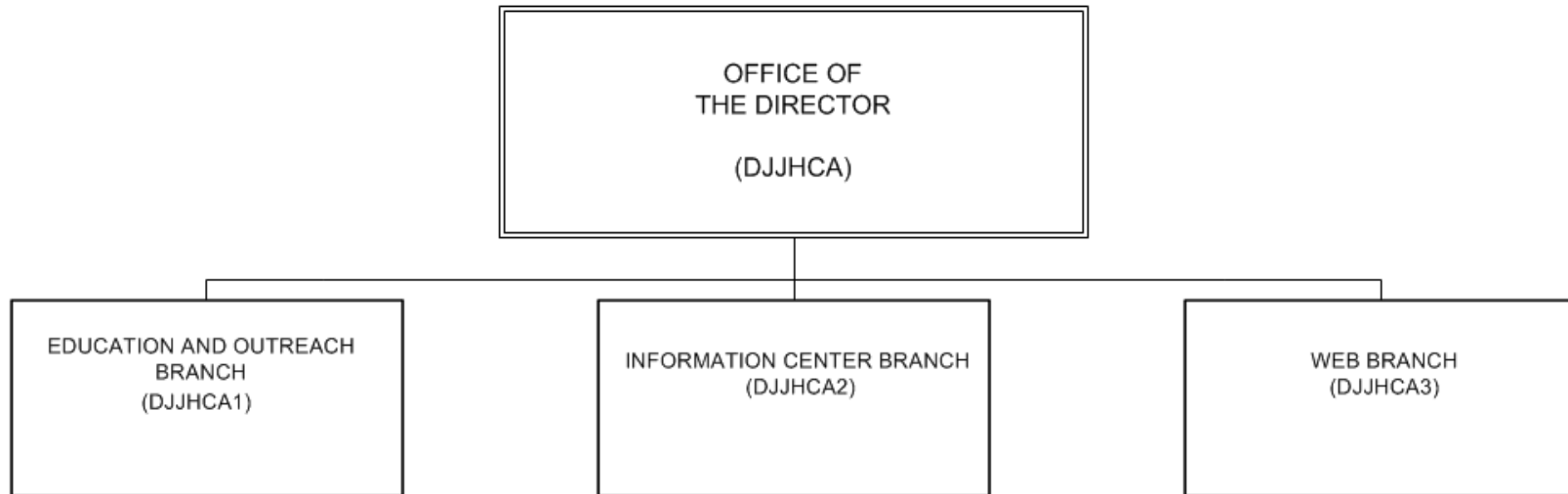
**4. WEB BRANCH (DJJHCA3).**

- A. Manage the design, development, maintenance and evaluation of web communications to support all Offices within CFSAN.
- B. Design, develop and manage social media tools to support the Center's products.

**5. AUTHORITY AND EFFECTIVE DATE.**

The functional statements for this Office were approved by the Director, Center for Food Safety and applied Nutrition and effective on August 28, 2014.

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STAFF MANUAL GUIDE 1231.121  
ORGANIZATIONS AND FUNCTIONS  
EFFECTIVE DATE: August 28, 2014

The following is the Food and Drug Administration, Office of Foods and Veterinary Medicine, Center for Foods Safety and Applied Nutrition, Office of Analytics and Outreach, Division of Education, Outreach and Informatics organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR:

- EDUCATION AND OUTREACH BRANCH
- INFORMATION CENTER BRANCH
- WEB BRANCH