

SMG 1356.2

FDA Staff Manual Guides, Volume I – Organizations and Functions

Department of Health and Human Services

Food and Drug Administration

Center for Tobacco Products

Office of Health Communication and Education

Division of Public Health Education

Effective Date: December 14, 2018

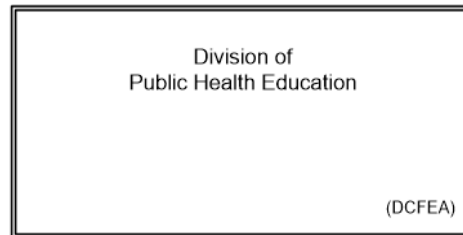
1. Division of Public Health Education (DCFEA).

- A. Leads and directs the execution of strategies for all communication and marketing products targeted to consumers with a goal of behavior change.
- B. Sets priorities and strategic plans to ensure compliance with regulatory requirements.
- C. Provides campaign-related creative content development and deployment.
- D. Leads and directs the comprehensive nationally and internationally recognized health communication and marketing program.
- E. Collaborates and supports campaign partnership efforts and identifies community-based partners that will help the Center achieve campaign-specific goals and objectives.
- F. Leads the design, maintenance, and management of digital communication content that furthers the vision, mission, and goals of the Center.
- G. Designs, manages, oversees, and tracks public health campaigns that further the vision, mission, and goals of the Center; sets the overall strategic objectives and goals of campaign activities; and manages outside vendors in executing campaigns.

2. Authority and Effective Date.

The functional statements for the Division of Public Health Education were approved by the Secretary of Health and Human Services and effective on December 14, 2018.

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The following is the Food and Drug Administration, Center for Tobacco Products, Office of Health Communication and Education, Division of Public Health Education organization structure depicting all the organizational structures reporting to the Division Director:

Division of Public Health Education (DCFEA)