

FDA STAFF MANUAL GUIDES, VOLUME I - ORGANIZATIONS AND FUNCTIONS

FOOD AND DRUG ADMINISTRATION

OFFICE OF MEDICAL PRODUCTS AND TOBACCO

CENTER FOR TOBACCO PRODUCTS

OFFICE OF HEALTH COMMUNICATION AND EDUCATION

DIVISION OF HEALTH, SCIENTIFIC, AND REGULATORY COMMUNICATION

Effective Date: 03/24/2014

1. DIVISION OF HEALTH, SCIENTIFIC, AND REGULATORY COMMUNICATION (DKKIFB).

- A. Ensures the use of sound research and evaluation as the foundation for the Office of Health Communication and Education (OHCE's) communication and marketing program and projects, exercising the most current behavioral, communications and marketing science-based results and applications.
- B. Leads the communication and marketing research and evaluation of OHCE's products to ensure effectiveness and quality of services.
- C. Establishes, develops, and maintains effective working relationships with other Center for Tobacco Products (CTP) organizational units, including building linkages and fostering joint projects of mutual interest within the organization.
- D. Ensures the accurate and accessible translation of complex scientific concepts and data in all OHCE communications and products and ensures that products comply with legal and statutory requirements and meet strategic priorities.
- E. Collaborates with the Division of Public Health and Education to ensure consistency on communication, outreach, research, and evaluation activities.
- F. Plans and directs all activities for the External Relations, Regulatory Communications and Issues Management, Editorial Services, Clearinghouse, and Research and Evaluation Teams.
- G. Sets priorities and strategic plans to ensure compliance with regulatory requirements and CTP's mission, vision and goals.

H. Manages the Center's Freedom of Information Act activities, coordinating responses with other Center technical, legal, regulatory, and policy units as well as developing direct responses.

2. AUTHORITY AND EFFECTIVE DATE.

The functional statements for this Division of Health, Scientific, and Regulatory Communication were approved by the Deputy Commissioner for Operations/Chief Operating Officer and effective on 03/24/2014.

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REGULATORY COMMUNICATION

STAFF MANUAL GUIDE 1356.3
ORGANIZATIONS AND FUNCTIONS
EFFECTIVE DATE: March 24, 2014

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

OFFICE OF THE DIRECTOR