

SMG 1357.3

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 Compliance and Enforcement

Division of Promotion, Advertising, and Labeling

Effective Date: December 14, 2018

1. Division of Promotion, Advertising, and Labeling (DCFFB).

- A. Coordinates all field planning activities and issues all field assignments for the Center. Works with the Office of Regulatory Affairs (ORA) to prepare inspection and investigation work plans and allocate resources for the Center inspection programs.
- B. Provides advice to agency field offices and reviews proposed regulatory actions submitted by field offices and evaluates regulated industry activities to assure compliance with regulations.
- C. Reviews establishment inspection reports and investigation memoranda prepared by ORA and evaluates for regulatory follow-up.
- D. Initiates compliance actions against manufacturers, distributors, and importers, who are found to be in violation of the Federal Food, Drug, and Cosmetics Act.
- E. Develops, monitors, and evaluates the Center's Bioresearch Monitoring Programs and their investigative and regulatory follow-up.
- F. Responds to inquiries and investigates complaints concerning tobacco enforcement manufacturing policy and priority, including recalls. Advises actual or potential manufacturers, distributors and importers concerning the requirements of the law and regulations.
- G. Provides technical support and guidance in the development and review of guidance documents, regulations, strategies, training programs, and policies to ensure that regulated tobacco products meet regulatory requirements.

- H. Develops, processes information for, and maintains the tobacco registration and product listing system; ensures industry compliance with reporting requirements.
- I. Participates in submission reviews, development of product standards and other consults with offices such as the Office of Science.

2. Authority and Effective Date.

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

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The following is the Department of Health and Human Services, Food and Drug Administration, Center for Tobacco Products, Office of Compliance and Enforcement, Division of Promotion, Advertising, and Labeling organization structure depicting all the organizational structures reporting to the Division Director:

Division of Promotion, Advertising, and Labeling (DCFFB)