

**FDA Staff Manual Guides, Volume I – Organizations and Functions**

**Department of Health and Human Services**

**Food and Drug Administration**

**Office of Regulatory Affairs**

**Office of Communications and Project Management**

**Division of Communications**

Effective Date: December 14, 2018

**1. Division of Communications (DCIDA).**

- A. Leads the organization's communications activities and provides counsel and advice to the Office of Regulatory Affairs (ORA) senior leadership on communications.
- B. Develops communication strategies and plans to build awareness and promote important organization initiatives.
- C. Serves as ORA's focal point for developing a full range of editorial, web and digital media information, materials, and products for the organization's key audiences (consumers, health professionals, industry and employees).
- D. Develops core communication tools for application within ORA.
- E. Directs, coordinates and monitors communications activities across the organization and facilitates engagements with key stakeholders.

**2. Public Affairs Branch (DCIDA1)**

- A. Develops, executes, and evaluates public health communication strategies and outreach activities in support of ORA operations and in alignment with the Food and Drug Administration (FDA) priorities.
- B. Develops communications plans, produces informational materials, and shares information through media relations, stakeholder outreach, use of digital and media tools, and various federal/state and stakeholder broadcasts and events.

- C. Reviews, edits and clears media inquiry responses, press releases, FDA postings and other external communications.
- D. Provides communications support to ORA.

**3. Web and Digital Media Branch (DCIDA2)**

- A. Oversees the strategic planning, development, deployment, and maintenance of ORA's web and digital media presence and leads and administers ORA's collaborative work management tools.
- B. Proposes and implements a long-term vision for ORA web/intranet communication channels, develops ORA web policies, and leads the ORA Web Council.
- C. Researches and consults on best practices for web communication and digital media and conducts website analyses to enhance the ORA web experience.

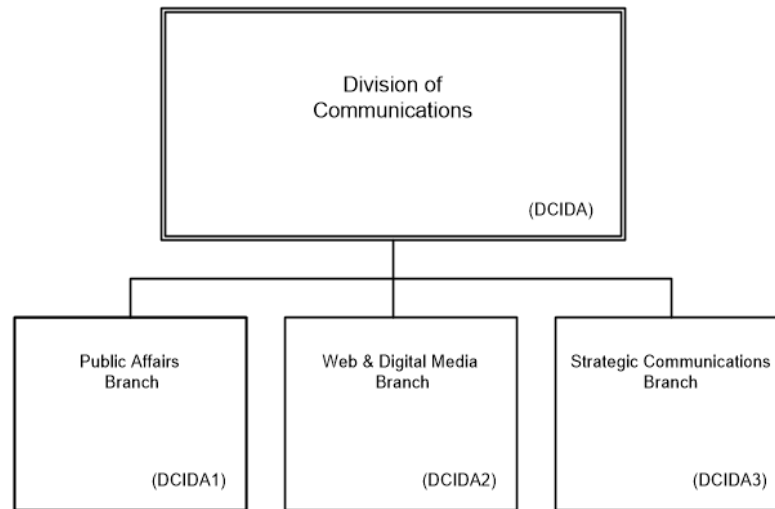
**4. Strategic Communications Branch (DCIDA3)**

- A. Provides a range of communication services in support of ORA operations and program areas to advance ORA's priorities and initiatives.
- B. Engages ORA employees and FDA stakeholders relative to ORA's priorities, initiatives, and operations.
- C. Provides direction and counsel to ORA senior leadership on communication initiatives.

**5. Authority and Effective Date.**

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

**Department of Health and Human Services  
Food and Drug Administration  
Office of Regulatory Affairs  
Office of Communications and Project Management  
Division of Communications**



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The following is the Department of Health and Human Services, Food and Drug Administration, Office of Regulatory Affairs, Office of Communications and Project Management, Division of Communications organization structure depicting all the organizational structures reporting to the Director:

These organizations report to the Division of Communications (DCIDA):

Public Affairs Branch (DCIDA1)

Web & Digital Media Branch (DCIDA2)

Strategic Communications Branch (DCIDA3)