

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

**Department of Health and Human Services**

**Food and Drug Administration**

**Human Foods Program**

**Office of Communication, Education and Engagement**

**Division of Public Engagement and Information**

Effective Date: May 13, 2024

**1. Division of Public Engagement and Information (DCRFB).**

- A. Facilitates constructive dialogue between external stakeholders and Human Foods Program (HFP) leadership and subject matter experts to advance mutual understanding.
- B. Develops and implements external stakeholder engagement strategies to meet established HFP goals.
- C. Researches external stakeholder needs, perspectives, and concerns on Food and Drug Administration-related interests, and facilitates forums for stakeholder input.
- D. Coordinates and manages HFP leadership external stakeholder meetings on priority topics (e.g., public meetings, stakeholder coalitions, listening sessions, webinars, facility and farm tours).
- E. Advises HFP leadership on external speaking invitations and meeting requests for high priority, sensitive, or crosscutting issues.
- F. Manages delivery of responses to inquiries from regulated industry, consumers, and other public stakeholders on HFP-related topics through HFP information center.

**2. Public Engagement Branch (DCRFB1).**

- A. Provides public engagement consultation and expertise to HFP leadership on priority issues, regulatory activities, and crisis communications management.

- B. Conducts initial review and assignment of incoming external stakeholder requests to the HFP Deputy Commissioner through the Speeches, Meetings, and Invitations (SMI) process.
- C. Coordinates and manages HFP Deputy Commissioner and Foods Program Senior Leadership external nongovernmental stakeholder meetings on Foods Program priorities (including complex or otherwise sensitive topics) or crosscutting and multi-stakeholder-interest topics.
- D. Manages HFP engagement with external topic-specific coalitions comprising representatives from regulated industry, consumer advocacy groups and other stakeholders with diverse interests and perspectives to increase collective understanding of respective Agency and organizational perspectives and goals.
- E. Plans, manages, and executes HFP public events (e.g. webinars and public meetings) on priority Foods Program topics to enhance stakeholder education, solicit public input, or share timely information.
- F. Plans and executes plant tours/site visits for HFP senior leaders on priority HFP topics to provide educational outreach to industry and regulators.

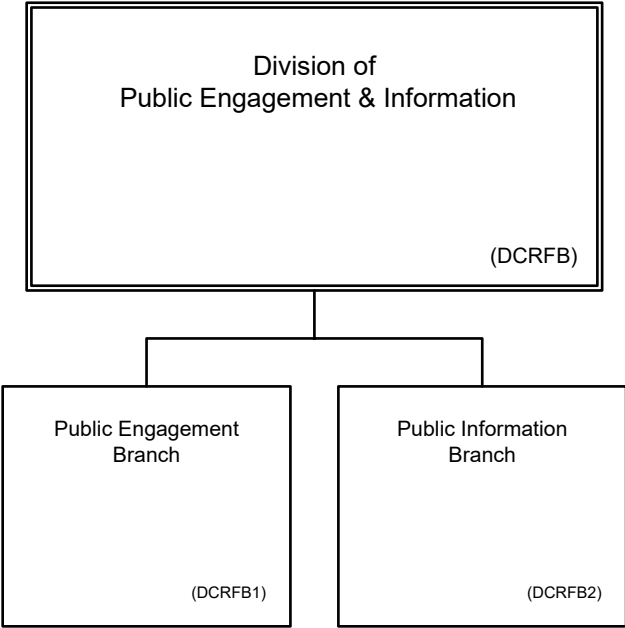
### **3. Public Information Branch (DCRFB2).**

- A. Provides accurate and timely responses to HFP-related inquiries from regulated industry, consumers, and other public stakeholders that are received through phone calls, web forms, letters, email, online chat and other media as appropriate.
- B. Conducts timely and effective triaging to escalate issues as appropriate.
- C. Maintains knowledge management system which allows HFP to receive, manage/route, respond to, store, and analyze public inquiries.
- D. Maintains Food Safety and Modernization Act (FSMA) Technical Assistance Network (TAN) database and coordinates with FSMA TAN administrators to facilitate accurate and timely receipt of inquiries and delivery of responses to stakeholders.
- E. Develops and provides regularly recurring and ad hoc reports and feedback on information and data gathered from inquiries to HFP leadership and program offices, other Information Center counterparts within FDA, HHS, and other Federal agencies.

### **4. Authority and Effective Date.**

The functional statements for the Division of Public Engagement and Information were approved by the Secretary of Health and Human Services on March 5, 2024, and effective on May 13, 2024.

**Department of Health and Human Services  
Food and Drug Administration  
Human Foods Program  
Office of Communications, Education and Engagement  
Division of Public Engagement and Information**



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The following is the Department of Health and Human Services, Food and Drug Administration, Human Foods Program, Office of Communications, Education and Engagement, Division of Public Engagement and Information organization structure depicting all the organizational structures reporting to the Director:

Public Engagement Branch (DCRFB1)

Public Information Branch (DCRFB2)