

**SMG 1356.3**

**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 Health Communication and Education**

**Division of Regulatory Communication**

Effective Date: December 14, 2018

**1. Division of Regulatory Communication (DCFEB).**

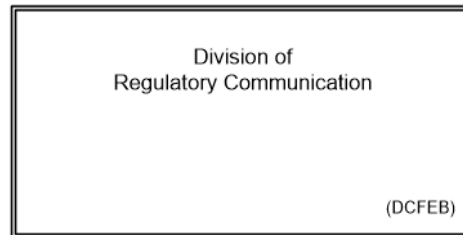
- A. Leads and directs the execution of strategies for all the Center messaging targeted to the general public and stakeholders.
- B. Sets priorities and strategic plans to ensure compliance with regulatory requirements and CTP's mission, vision and goals.
- C. Ensures accurate and accessible translation of complex scientific concepts and data in all communication and products, ensuring products comply with legal and statutory requirements.
- D. Establishes, develops, and maintains effective working relationships with other Center organizational units, including building linkages and fostering joint projects of mutual interest within the organization.
- E. Cultivates relationships with external communication partners (health officials, community representatives, etc.) and key stakeholders to build and augment broad awareness of, and familiarity with, the Center's communication and education mission, vision and activities.
- F. Conceptualizes, writes, and edits a wide array of digital and print materials, highlighting regulatory, scientific, compliance, and public education activities; as well as manages the Center content on website, social media, and other relevant digital channels.

G. Leads the development, clearance, and execution of messages, related content documents, and the rollout/outreach plans for most regulatory communications issues and Center initiatives.

**2. Authority and Effective Date.**

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

Division of Regulatory Communication (DCFEB)