

## **OFFICE OF THE ASSOCIATE DIRECTOR FOR COMMUNICATION (CAU)**

The mission of the Office of the Associate Director for Communication (OADC) is to enhance CDC's communication impact, manage the high visibility of the agency and its senior leaders, and guide public health messaging through support to programs. The office: (1) provides leadership, direction, support, and assistance to CDC's CIOs to implement communication strategies; (2) promotes clear, accessible, and inclusive communication; (3) conducts and promotes health communication science practices to address agency priorities; (4) oversees and manages CDC interactions with news media; (5) develops strategy and oversees communication response for crisis and agency priorities; (6) strategically protects and advances CDC's reputation, credibility and interests; (7) coordinates CDC partnerships to advance communication-related relationships; (8) develops, guides, and implements internal and external public affairs strategies and activities; (9) provides leadership on all aspects of digital communications; and (10) supports or provides communication services, including but not limited to broadcast, multimedia, public information, graphics and design elements, translation, and photography. (Approved 07/05/2022)

### **Office of the Director (CAU1)**

(1) Manages, directs, and evaluates activities of the OADC; (2) makes sure CDC communication activities comply with HHS established policies; (3) communicates the value and benefits of CDC programs; (4) leads strategic communication activities addressing agency-wide priorities; (5) provides strategic communication support for CDC's emergency responses and the Joint Information Center (JIC); (6) provides reputation-management expertise and counsel; (7) provides leadership and guidance to communicate decisions made by CDC's leadership in an efficient and clear manner; (8) coordinates with CIOs on communication activities; (9) serves as the central point of contact for Office of the Director executive communication, including enterprise communication, speaking engagements, announcements, and speeches; (10) provides communication leadership on equity, healthy equity, diversity, inclusion, and accessibility initiatives; (11) provides leadership and guidance to manage and operate OADC's programs, including the areas of fiscal management, human capital, travel, and other administrative services; (12) develops and tracks annual budget and spend plan to fulfill CDC's communication priorities; (13) serves as OADC's primary point of contact with CDC's Office of Financial Resources on contracts and budget matters; and (14) ensures communication products authored by CDC staff members or published by CDC are released for public-use in a timely manner, are of the highest quality, and are scientifically sound, inclusive, and understandable. (Approved 07/05/2022)

### **Office of Internal Communication and Engagement (CAU14)**

(1) Establishes and implements a strategy to increase clear communication between CDC leadership and employees; (2) ensures agency initiatives are effectively communicated across employee groups; (3) provides advice on internal communication strategy to other senior leaders across the agency; (4) leads development of internal content and strategies for all employee communication channels; (5) provides communication coordination and guidance related to equity, healthy equity, diversity, inclusion, and accessibility; (6) creates and implements employee special engagement activities and events; and (7) provides agency communication to

former employees and retirees. (Approved 07/05/2022)

#### Office of External Engagement (CAU15)

(1) Manages CDC's scientific museum and learning center, the David J. Sencer CDC Museum; (2) implements strategies to educate visitors about the value of public health through museum exhibitions, CDC's historical collection, student programs, tours, and other engagement strategies; and (3) coordinates the use of the CDC exhibit for public health conferences. (Approved 07/05/2022)

#### Office of Management and Operations (CAU16)

(1) Provides leadership and guidance to manage and operate OADC's programs, including the areas of fiscal management, human capital, travel, and other administrative services; (2) develops and tracks OADC's annual budget and spend plan to fulfill CDC's communication priorities; (3) serves as OADC's primary point of contact with CDC's Office of Financial Resources on contracts and budget matters; and (4) coordinates efforts for strategic workforce development, talent management, and succession planning. (Approved 07/05/2022)

#### Division of Communication Sciences and Services (CAUE)

(1) Promotes the scientific practice of health communication and disseminates evidence-based knowledge to practitioners of health communication, marketing, and media; (2) provides agency-wide support for communication services including photography, translation, and communication consultation/analysis leadership and support; (3) guides CIOs on applying measures of effectiveness for public health communication efforts; and (4) leads CDC's health literacy improvement work and Plain Writing Act implementation. (Approved 07/05/2022)

#### Office of the Director (CAUE1)

(1) Supports OADC's mission through the planning, development, implementation and evaluation of science-based health communication activities and programs; (2) serves as the principal advisor on the scientific basis for communication and marketing practice; and (3) provides leadership for ensuring communication service activities and products are of the highest quality. (Approved 07/05/2022)

#### Communication Science Branch (CAUEB)

(1) Promotes evidence-based health communication knowledge to practitioners of health communication, marketing, and media; (2) provides technical assistance on large or multidisciplinary projects to provide a consistent approach; (3) provides implementation for the Plain Writing Act; (4) guides, advises, and trains on plain language to make CDC health information inclusive, accessible, and understandable to audiences that may have specific health literacy and health equity needs; (5) advises on methods for gaining public input on health issues and priorities (e.g., advisory mechanisms, focus groups, polling, legislative, and media tracking); (6) manages contract resources and provides analysis relative to audience segmentation and behavior; (7) distributes health communication research to interested professionals at CDC, its

partners, and other stakeholders; (8) provides consultation and analysis of consumer research data to CIOs used for developing and evaluating health communication and marketing to specific audiences; and (9) manages clearances of CDC's public-facing communication materials with HHS and other relevant government entities as necessary. (Approved 07/05/2022)

#### Communication Support and Services Branch (CAUEC)

(1) Provides communication consultation and support services (e.g., photography; multi-lingual translation; writing and editing); and (2) manages multi-year, multi-vendor CDC-wide communication contracts for CIOs. (Approved 07/05/2022)

#### Division of Digital Media (CAUG)

(1) Serves as the agency-wide lead for digital media technologies; (2) manages CDC digital media communication activities; (3) develops standards and policies for digital media including web, social media, hotlines, mobile applications, and visual design; (4) manages CDC's digital communications systems and architectures for Web, CDC-INFO, intranet, mobile sites and applications, and social media (i.e., Web Content Management System, mobile services, CDC.gov servers, search engine, content syndication); and (5) provides operations support and management for CDC's external website, intranet, CDC-INFO, and CDC's main social media channels, including CDC.gov, CDC en Español, mobile apps, CDC Connects, and emerging technologies; and (6) manages CDC visual design services products. (Approved 07/05/2022)

#### Office of the Director (CAUG1)

(1) Serves as the agency-wide principal advisor for digital media communication technologies through planning, development, implementation, and evaluation strategies; (2) represents CDC on HHS and other government digital councils; (3) coordinates digital activities with HHS and operating divisions digital communication staff; and (4) provides leadership and guidance on digital communication strategies to CDC leadership and the OADC Director. (Approved 07/05/2022)

#### Enterprise Technology Branch (CAUGB)

(1) Leads the selection, design, development, and evaluation of digital media technologies; (2) manages CDC's digital communications systems and architectures for web, intranet, CDC-INFO, mobile sites and applications, and social media (i.e., eb Content Management System, mobile services, CDC.gov servers, search engine, content syndication); (3) ensures metrics and user-centered design is part of all digital media efforts; (4) provides training and support to CIO staff using digital communication system; (5) supports use of technology to all OADC programs and offices; and (6) manages information technology governance for OADC systems and tools. (Approved 07/05/2022)

#### Visual Design Branch (CAUGC)

(1) Leads and coordinates agency-wide visual design activities; (2) produces digital creative

material to maintain, strengthen, and expand the CDC brand across all communication channels; (3) develops and produces graphic illustrations, including scientific posters, infographics, desktop published documents, visual presentations, conference materials, brochures, fact sheets, newsletters, web-ready graphics, and exhibits; (4) provides creative direction and brand management guidance for graphics products, manages guidelines and standards for quality and consistency across the agency; and (5) optimizes visual design for digital delivery. (Approved 07/05/2022)

#### Content and Engagement Branch (CAUGD)

(1) Provides operations support and management for CDC's website, intranet, CDC-INFO, and CDC's main social media channels, including CDC.gov top tier, CDC en Español, mobile apps, and CDC Connects; (2) coordinates digital media governing bodies (Web Council, Social Media Council, and related Communities of Practice and workgroups); (3) provides the public with accessible, accurate, and credible health information through multiple channels; (4) ensures web, social media, and CDC-INFO call center activities adhere to best practices for quality assurance, customer satisfaction, performance, and health impact; (5) provides 24/7 surge support for web, social media and the 1-800 call center for public health emergencies and establishes policies and procedures with the EOC and JIC; and (6) analyzes digital platform data to inform communication planning and programs throughout the agency. (Approved 07/05/2022)

#### Division of Media Relations (CAUH)

(1) Provides agency-wide strategy, implementation and evaluation of news media and broadcast services; (2) provides content, policy review, and clearance of news media materials with HHS including but not limited to press releases, statements, rollout plans, press kits, talking points, letters to editors, and fact sheets; (3) manages and responds to news media requests for access to CDC, its subject matter experts, reports, and publications; (4) provides leadership and guidance for external public relations strategies; (5) provides leadership, technical assistance, and consultation in risk communication and reputational management; (6) ensures broadcast functionality/broadcast engineering support for CDC initiatives and continuity of operations; (7) develops and disseminates video and audio production; (8) supports new multimedia communication channels (e.g. HHS TV, CDC TV, radio/TV broadcast, podcast, webcast, and videos-on-demand) for CDC programs; and (9) provides support for broadcast delivery press conferences and media interviews. (Approved 07/05/2022)

#### Office of the Director (CAUH1)

(1) Develops the strategic priorities and manages the program activities of the division; (2) leads the agency's media relations and broadcast activities; (3) provides guidance and recommendations on effective use of news media to CDC's director, leadership, and CIOs; (4) coordinates messaging and rollouts for major announcements; (5) collaborates and coordinates with other federal organizations and external stakeholders on media relations and broadcast services; (6) establishes and maintains strategic partnerships with key organizations and individuals working on public health policies and programs; and (7) serves as liaison on news and digital media policies, procedures, and clearances to HHS' Office of Assistant

Secretary for Public Affairs. (Approved 07/05/2022)

#### Media Support Branch (CAUHB)

(1) Provides leadership in the development and use of news media strategies and practices; (2) obtains HHS clearance of news media materials for media outlets and the public (including, but not limited to, press releases, statements, rollout plans, press kits, talking points, letters to editors, and fact sheets); (3) provides media relations strategy, monitoring, and support for CDC leadership; (4) promotes health information to the public through various channels, including digital channels to reach the news media; (5) manages and responds to news media requests for access to CDC subject matter experts, reports, and publications; (6) works with CIOs to identify news media opportunities and responds to issues that arise; (7) provides news media/spokesperson training and technical assistance to CDC staff; (8) supports messaging and rollouts for major announcements; and (9) develops and supports long lead media opportunities and responds to requests. (Approved 07/05/2022)

#### Broadcast and Multimedia Branch (CAUHC)

(1) Develops and produces audio, video, and multimedia health information products; (2) provides CDC with global communication capacity for high-definition broadcast, webcast, and emerging social and health media delivery channels; (3) supports the EOC to provide response capacity and capability for emergency broadcasts; (4) develops and delivers health information broadcast programs, including podcasts, CDC-TV and other channels for the public, in coordination with HHS; (5) creates and produces communication using new forms of social and electronic media; (6) collaborates with other areas of CDC to review and recommend potential audio and video technology; and (7) develops distance education, health communication, and training products to reach public health partners and professionals. (Approved 07/05/2022)