

## OFFICE OF COMMUNICATION (HCAA)

(1) Establishes, administers, and coordinates CDC's health communication and media relations policies in a manner to ensure that health communication efforts reflect the scientific integrity of all CDC research, programs, and activities, and that such information is factual, accurate, and targeted toward improving public health; (2) plans, organizes, administers, and, when appropriate, implements CDC's communication programs consistent with policy direction established by the Department of Health and Human Services (DHHS); (3) provides leadership in the development of CDC's priorities, strategies, and practices for effective health communication and media relations; (4) provides a CDC-wide forum for the discussion, development, and adoption of health communication and media relations policies and procedures; (5) provides for the policy review and clearance of informational communication materials and media materials including press releases, press kits, talking points, and fact sheets; (6) provides the public, through information and media channels, access to information systems, services, and materials that support or promote the health of individuals and communities; (7) provides the mass media with access to subject matter experts, reports, and publications; (8) plans, coordinates, and conducts projects related to CDC-wide events and information programs for CDC personnel; (9) promotes, stimulates, conducts, and supports research on health communication topics of CDC-wide interest; (10) assists and supports the Centers, Institute, and Offices (CIOs) of the agency in conducting formative, process, and outcome research and evaluation in specific applications of health communication to program areas; (11) assists the CIOs and their constituents in identifying and building needed expertise and state-of-the-art technology, logistical support, and other capacities required for effective health communication and media relations; (12) promotes quality assurance in health communication programs, products, and initiatives; (13) systematically captures, assesses, and disseminates information on health communication research results and current or emerging trends and issues; (14) maintains liaison with officials from DHHS, other Federal and State public health agencies, and non-profit and voluntary health agencies to coordinate communication programs of mutual interest and concern; (15) creates and maintains liaison with CIOs to share information about health communication programs and media relations, encouraging and providing opportunities for CDC-wide collaboration; (16) coordinates implementation of the Freedom of Information Act for CDC. (Approved 5/15/97)

### Office of the Director (HCAA1)

(1) Advises the Director, CDC, and the CIOs on all matters related to health communication and media relations; (2) ensures that CDC communication activities follow policy directions established by the Assistant Secretary for Public Affairs (HHS); (3) develops and coordinates CDC-wide policies and plans for health communication and media relations; (4) provides leadership in the development of CDC's priorities, strategies, and practices for effective communication activities; (5) manages the implementation of the Freedom of Information Act for CDC; (6) manages periodic CDC-wide events; (7) manages DHHS required clearances for CDC communication products; (8) produces periodic reports and publications; (9) provides writer-editor and other technical services to OC Divisions and CDC/OD regarding media and public relations communication; (10) manages CDC communication services to the public; (11) maintains liaison with officials of other Federal agencies, voluntary health agencies, and State agencies to coordinate communication programs of mutual concern. (Approved 5/15/97)

### Division of Health Communication (HCAA2)

(1) Provides leadership in the development of CDC policy, principles, strategies, and practices for effective health communication; (2) provides a CDC-wide forum for the development of health communication policies and procedures; (3) promotes, stimulates, supports, and conducts research on topics of CDC-wide interest in health communication; (4) assists CIOs in conducting health communication research by providing consultation and access to

information, expertise, and related services; (5) promotes, stimulates, and supports evaluation of the effort, efficiency, and effectiveness of health communication initiatives; (6) assists CIOs and their constituents in identifying and building needed expertise, state-of-the-art technology, and logistical support;

(7) assists CIOs and their constituents in the planning, design, implementation, and evaluation of health communication initiatives; (8) systematically captures, assesses, and disseminates information on ongoing research, current trends, and emerging issues in health communication; (9) identifies and fosters collaboration with public, non-profit, and private organizations involved with health communication; (10) creates and maintains liaison with CIOs, staff offices, and other HHS agencies to share information about health communication activities and identify, promote and implement collaborative efforts. (Approved 5/15/97)

#### Division of Media Relations (HCAA3)

(1) Provides leadership through the development of policies and practices for effective communication through the media; (2) develops strategies for the Director, CDC, and other

CDC leaders in developing and disseminating information through the media; (3) coordinates the development and dissemination of media information among CIOs and between CDC and HHS; (4) assists CIOs in meeting their press-related needs and priorities; (5) provides training and technical assistance to CDC staff about media relations; (6) provides advice and consultation to the Director and oversight of crosscutting issues related to communication; (7) provides the central point of contact to CDC for media representatives; (8) provides timely, thorough, and appropriate responses to inquiries by media representatives; (9) employs the latest technologies to serve CDC and media constituents best; (10) conducts special activities to develop relationships with media representatives; (11) periodically assesses the conduct of CDC media relations activities, including feedback from consumers. (Approved 5/15/97)