

contract guard force and local police; (4) conducts physical security during emergency operations; (5) promotes theft prevention, provides training and conducts investigations; (6) conducts site surveys to assess all physical security activities and correct deficiencies and implement improvement as necessary; (7) manages and operates CDC's Security Operations Centers (SOC) 24 hours a day, seven days a week at the Roybal campus, and other sites as constructed; (8) coordinates nationwide security operations through the Roybal campus SOC (9) maintains 24-hour emergency notification procedures; (10) manages and maintains the emergency alert system; (11) provides leadership and coordination in planning and implementation for internal emergency incidents affecting the Roybal campus, including incident response and incident support; (12) improves and expands video monitoring to ensure the security of all employees, visitors, contractors and the general public while at the CDC; (13) provides coordination, guidance, and security operations for all Global Communication Center events and visits; (14) manages and coordinates the security of all visitors and guests to all Atlanta-area CDC campuses.

Personnel Security Branch (CAJSED). (1) Conducts background investigations and personnel suitability adjudications for employment with CDC in accordance with 5 CFR part 731, Executive Order 12968 and Executive Order 10450; (2) submits documentation for security clearances, and maintains an access roster in a security clearance database; (3) implements high risk investigations such as Public Trust Investigations for employees GS–13s and above who meet Department of Health and Human Services criteria standards for employees working in Public Trust positions; (4) conducts adjudications for National Agency Check with Inquiries (NACI) cases and assists DHHS in adjudicating security clearance cases; (5) provides personnel security services for full time employees, guest researchers, visiting scientists, students, contract employees, fellows, and the commissioned corps; (6) conducts initial "Security Education Briefing" and annual Operational Security Training; (7) coordinates employee drug testing; (8) provides identification badges and cardkey access for personnel within all CDC metro Atlanta area facilities as well as some out-of-state CDC campuses; (9) enrolls individuals with a security clearance or approval in the biometric encoding system; (10) maintains hard copy

records of all individuals' requests and authorizations for access control readers; and (11) manages and operates cardkey systems.

Transportation Services Office (CAJSG). The Transportation Services Office (TSO) develops and provides CDC-wide transportation policies, procedures and services ensuring a safe, secure and healthy workplace is established and maintained in accordance with federal and departmental regulations. Specifically, TSO: (1) Provides oversight, expertise, guidance, and program support for transportation related activities; (2) provides subject matter expertise on transit initiatives, facility master planning, and liaise with the community regarding transportation planning; (3) provides fleet management and shipping operations; (4) performs parking administration, commuter assistance, manages the Transportation Choices Program, employee housing and relocation services, and coordinates transportation services; (5) develops and implements CDC-wide policies, procedures, and criteria necessary to comply with federal and departmental regulations governing transportation and fleet management; (6) determines, recommends, and implements procedural changes needed to maintain effective management of CDC transportation services including but not limited to: shipping and return of CDC materiel; transportation of freight; and CDC's vehicle fleet; (7) represents CDC on inter- and intra-departmental committees relevant to transportation and traffic management; and (8) establishes branch goals, objectives, and priorities, and assures consistency and coordination with overall OS SAM goals and objectives.

Dated: April 26, 2013.

Sherri A. Berger,

Chief Operating Officer, Centers for Disease Control and Prevention.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

Statement of Organization, Functions, and Delegations of Authority

Part C (Centers for Disease Control and Prevention) of the Statement of Organization, Functions, and Delegations of Authority of the Department of Health and Human Services (45 FR 67772-76, dated

October 14, 1980, and corrected at 45 FR 69296, October 20, 1980, as amended most recently at 78 FR 25743-25746, dated May 2, 2013) is amended to reorganize the Office of the Associate Director for Communication, Office of the Director, Centers for Disease Control and Prevention.

Section C-B, Organization and Functions, is hereby amended as follows:

Delete in its entirety the titles and functional statements for the Office of the Associate Director for Communication (CAU) and insert the following:

The mission of the Office of the Associate Director for Communication (OADC) is to further customer-centered, science-based and effective communication to support the Centers for Disease Control and Prevention's (CDC) public health work. In carrying out its mission, the OADC: (1) Serves as a communication advisor and strategist to CDC's Director and senior leadership; (2) conducts and promotes health communication science practices to address agency priorities; (3) provides communication services including broadcast, CDC-INFO, graphics, translation, interpretation and photography; (4) promotes open and clear employee communication; and (5) develops, guides, and implements internal and external public affairs strategies and activities.

Office of the Director (CAU1). (1) Manages, directs, and evaluates activities of the OADC; (2) makes sure CDC communication activities comply with Department of Health and Human Services (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; (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 Centers/Institute/Offices (CIOs) on communication activities; (9) provides leadership and guidance to manage and operate OADC's programs including the areas of fiscal management, personnel, travel, and other administrative services; (10) develops and tracks OADC's annual budget and spending plan to fulfill CDC's communication priorities; (11) serves as OADC's primary point of contact with CDC's Procurement and Grants Office and Office of the Chief Financial Officer on contracts and

budget matters; and (12) ensures all 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, understandable, and useful to the intended audience.

Office of Communication Science (CAU13). (1) Serves as the principal advisor on the scientific basis for communication and marketing practice; (2) guides CIOs on applying measures of effectiveness for public health communication efforts; (3) guides, advises and trains on plain language to make CDC health information accessible and understandable to audiences that may have specific health literacy needs; (4) provides implementation for the Plain Writing Act; (5) distributes health communication and marketing research to interested professionals at CDC, its partners, and other stakeholders; and (6) manages clearances of CDC's communication materials for the public with HHS and the Office of Management and Budget.

Division of Public Affairs (CAUB). (1) Provides implementation and evaluation of public affairs, news and digital media, and employee communication throughout CDC; (2) plans and designs digital media to distribute public health information to the public, including Web sites, usability testing, and mobile applications; (3) provides leadership and management of CDC's Web site (www.cdc.gov); (4) provides content, policy review, and clearance of news media materials with HHS, including press releases, press kits, talking points, letters to editors, and fact sheets; (5) manages and responds to news media requests for access to CDC, its subject matter experts, reports, and publications; (6) provides leadership and guidance for external public relations strategies; (7) develops communication strategies to communicate with the agency's workforce; and (8) provides agency-wide leadership, technical assistance, and consultation in risk communication and reputational management.

Office of the Director (CAUB1). (1) Develops the strategic priorities and manages the program activities of the division; (2) leads the agency's news and electronic media activities; (3) provides guidance and recommendations on effective use of news and digital media to CDC's director, leadership, and CIOs; (4) collaborates and coordinates with other federal organizations and external stakeholders on news and digital media; and (5) serves as liaison on news and digital media policies, procedures, and

clearances to HHS' Office of Assistant Secretary for Public Affairs.

Digital Media Branch (CAUBB). (1) Leads the selection, design, development, and evaluation of digital media technologies; (2) leads and manages CDC's digital communications systems and architectures for Web, Intranet, mobile sites and applications, and social media (i.e., Web Content Management System, mobile services, CDC.gov servers, search engine, content syndication); (3) provides operations support and management for CDC's Web site, Intranet Web sites, and CDC's main social media channels, including CDC.gov top tier, CDC en Espanol, mobile apps, and CDC Connects; (4) coordinates the CDC.gov and social media governing bodies (Web Council, Social Media Council, and related Communities of Practice and workgroups); (5) works with other federal organizations to develop tools and systems, coordinate digital media strategies, conduct research on digital user experiences, and reviews communication technology; (6) supports online collaborations with internal and external partners; and (7) collects and analyzes CDC Web user data/metrics to assess health impact, usability, and accessibility.

News Media Branch (CAUBC). (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 (press releases, press kits, talking points, letters to editors, and fact sheets); (3) promotes health information to the public through news media channels; (4) manages and responds to news media requests for access to CDC subject matter experts, reports, and publications; (5) works with CDC's CIOs to identify news media opportunities and responds to issues that arise; (6) provides news media/spokesperson training and technical assistance to CDC staff; and (7) develops and supports long lead media opportunities and responds to requests.

External and Employee Relations Branch (CAUBD). (1) Creates recognized employee communication system to increase clear communication between CDC leadership and employees, and across employee groups, including CDC Connects and other employee information channels; (2) manages CDC's scientific museum and learning center, the David J. Sencer CDC Museum; (3) implements strategies to communicate with CDC customers, partners and stakeholders, including Director's All Hands and Speakers' Bureau; (4) creates and implements employee communication special

activities; (5) serves as the central point of contact for CDC Office of the Director announcements; and (6) serves as liaison to provide agency communication to former employees and retirees.

Division of Communication Services (CAUD). The Division of Communication Services (DCS) provides agency-wide CDC graphics, broadcast, photography, translation, interpretation and sign language, public information, and communication consultation/analysis leadership and support. To carry out its mission, the division performs the following functions: (1) Ensures broadcast functionality/broadcast engineering support including connectivity among physical assets such as the Global Communications Center, Emergency Operations Center, and continuity of operations for CDC; (2) develops and disseminates video and audio production; (3) manages CDC graphic design and production services including CDC branding and identity standards; (4) supports new broadcast communication mechanisms (e.g. HHS TV, CDC TV, radio/TV broadcast, podcast, webcast, and videos-on-demand) for CDC programs; (5) provides support for broadcast delivery press conferences and media interviews; (6) provides scientific and events photography; (7) provides multilingual translation and interpretation, sign language support, and cross cultural communication assistance to CIOs across CDC; (8) provides consultation and analysis of consumer research data to CIOs used for developing and evaluating health communication and marketing to specific audiences; (9) manages day-to-day operations of meeting space within CDC's meeting center, the Global Communications Center; and (10) manages CDC-INFO (CDC's telephone, email, and publications fulfillment services center).

Office of the Director (CAUD1). (1) Develops the strategic priorities and manages the program activities of the division; (2) provides leadership for ensuring all DCS products are of the highest quality; (3) helps CIOs use existing or develop new mechanisms for communicating with the public and CDC partners; (4) coordinates support for meetings held in the Global Communications Center with internal and external customers; (5) coordinates the use of the CDC exhibit for public health conferences; (6) manages overall IT-related functions for the division, including Create-IT (DCS' online internal tracking and triage system), Trados SDL (translation memory application), and CDC-INFO IT

applications; (7) provides and manages multi-year, multi-vendor CDC-wide communication contracts mechanism for use by CIO clients; and (8) updates and manages Create-IT system for tracking and triage of work requests including associated customer satisfaction and other performance metrics for internal and external (CIO) use.

CDC-INFO (CAUD12). (1) Provides the public with accessible, accurate, and credible health information in English and Spanish, 24/7, to include phone, email and U.S. mail; (2) ensures the CDC-INFO call center standards are kept for quality assurance, customer satisfaction, performance, and health impact when dealing with the public; (3) provides surge (to include 24/7) support through the 1-800 call center for public health emergencies and establishes policies and procedures with the CDC Emergency Operations Center, Joint Information Center; (4) manages CDC's ordering and distribution facility for health publications; and (5) analyzes and reports CDC-INFO data to inform communication planning and programs throughout the agency.

Broadcast Services Branch (CAUDB). (1) Develops and produces audio, video, and multi-media 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 CDC Emergency Operations Center to provide response capacity and capability for emergency broadcasts; (4) develops and delivers health information broadcast programs in coordination with HHS for the public, including podcasts, CDC-TV and other channels; (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.

Graphics Services Branch (CAUDC). (1) Leads and coordinates CDC visual information activities; (2) develops and produces graphic illustrations, including scientific posters, infographics, desktop published documents, visual presentations, conference materials, brochures and fact sheets, newsletters, and exhibits; (3) manages scientific and event photography; and (4) provides creative direction and brand management guidance for graphics products and sets guidelines and standards for quality and consistency across the agency.

Strategic and Proactive Communications Branch (CAUDD). (1) Provides technical assistance on large or multidisciplinary projects to provide a consistent approach across communication products; (2) administers CDC wide multi-year, multi-vendor communication contracts mechanism; (3) advises on methods for gaining public input on health issues and priorities (e.g., advisory mechanisms, focus groups, polling, legislative, and media tracking); (4) manages contract resources and provides analysis relative to audience segmentation and behavior; (5) consults with CDC programs on ways to utilize predictive analytics and other tools to facilitate targeted program application and/or measurement of program effectiveness; (6) provides consultation for strategic communication implementation and applying health communication and social marketing techniques both internally and externally; (7) provides agency-wide multi-lingual service (MLS) support to include direct Spanish language translation, facilitating and coordinating support for other languages, and cross-cultural communication assistance as well as MLS leadership (e.g. implementation of agency Language Access Plan); and (8) assists in planning and management of video challenges.

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Sherri A. Berger,

Chief Operating Officer, Centers for Disease Control and Prevention.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

Statement of Organization, Functions, and Delegations of Authority

Part C (Centers for Disease Control and Prevention) of the Statement of Organization, Functions, and Delegations of Authority of the Department of Health and Human Services (45 FR 67772-76, dated October 14, 1980, and corrected at 45 FR 69296, October 20, 1980, as amended most recently at 78 FR 25743-25746, dated May 2, 2013) is amended to reorganize the National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention.

Section C-B, Organization and Functions, is hereby amended as follows:

Delete in its entirety the titles and functional statements for the Influenza Division (CVGD) and insert the following:

Influenza Division (CVGD). The Influenza Division (ID) improves global control and prevention of seasonal and novel influenza and improves influenza pandemic preparedness and response. In collaboration with domestic and global partners, the ID: (1) builds surveillance and response capacity; (2) monitors and assesses influenza viruses and illness; (3) improves vaccines and other interventions; and (4) applies research to provide science-based enhancement of prevention and control policies and programs.

Office of the Director (CVGD1). (1) Provides vision, leadership and direction for the division; (2) fosters external partnerships and cross-cutting activities that support quality science and strong global partnerships; (3) provides leadership and guidance in policy formulation; (4) provides support for national and international capacity building programs; (5) provides technical expertise and leadership for national and international pandemic preparedness activities; and (6) provides technical expertise for communications, information technology, genomic sequencing, and reagent resources.

Virology, Surveillance and Diagnosis Branch (CVGDB). (1) Conducts comprehensive antigenic, phenotypic, genotypic, structural, and evolutionary characterization of human and animal influenza viruses; (2) performs genetic and antigenic pandemic risk assessment of novel influenza viruses; (3) develops and evaluates novel and seasonal candidate vaccine viruses; (4) provides expert guidance on influenza vaccine virus selection; (5) develops methods to detect and characterize influenza viruses; and (6) trains and supports laboratories that perform influenza testing.

Epidemiology and Prevention Branch (CVGDC). (1) Conducts surveillance and research activities to better understand the epidemiology of influenza; and (2) improves understanding of the effectiveness of influenza antiviral and vaccine programs.

Immunology and Pathogenesis Branch (CVGDE). (1) Increases knowledge and improves understanding of immunity and immune correlates of protection; (2) develops and improves vaccines; (3) determines virus and host factors that impact virulence and transmission of influenza viruses; (4) conducts immunologic and virologic pandemic risk assessment of novel influenza viruses; and (5) trains and supports