

HEADER IMAGE

JPG / PNG  
GIF / VECTOR

SEARCH AREA &  
SEARCH BOX

OXYGEN  
SIZE: TBA

3RD LEVEL PAGE FOR CENTERS & OFFICES

NAVIGATION ICONS

JPG / PNG  
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PAGE TITLE

OXYGEN  
SIZE: TBA

TABLE OF CONTENTS

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BODY TEXT

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QUICK LINKS  
DEFAULT SIDEBAR

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CONTACT INFO  
PAGE-SPECIFIC SIDEBAR

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SIZE: TBA

**Header Image:** Width: 422px by Height: 99px

**Navigation Icons:** W: 45px or H: 45px

**Page Title:** Width: 771px by Height: 250px

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- 20 CHARS MEDIA PROGRAM AREAS

**Body Text:**

**What We Do**

The Office of Communications (OC) is SAMHSA's voice and face to the public. OC provides leadership in the development of SAMHSA's priorities, strategies, and practices for effective communications to targeted public audiences, including relations with the media; and serves as a focal point for communications activities as follows:

- Coordinates agency communications activities;
- Plans public events, including press conferences, speeches, and site visits for the Administrator, other SAMHSA officials, and DHHS representatives;
- Publishes SAMHSA brochures, fact sheets, and quarterly issues of SAMHSA News;
- Manages SAMHSA's internal and external web presence;
- Develops communications channels and targets media placements;
- Develops and disseminates news releases and coordinates media contacts with Agency representatives;
- Reviews and clears all Agency publications;
- Creates and disseminates SAMHSA products through the SAMHSA store;
- Consults and partners with other SAMHSA Centers and Offices on outreach and engagement strategies; and
- Manages the Agency conference exhibit program.

**Major Program Areas**

- Internal Communications
- Materials Development
- Media & Public Affairs
- National Helpline (1-800-662-HELP)
- Product Clearance
- Public Engagement Platform
- Public Health Campaigns
- SAMHSA Store
- Social Media
- Web Content Management

**Quick Links:** 30 WORDS

- Blog
- Campaign development
- CustomScoop (newsclips)
- Daily Media Roundup
- Employee Newsletter
- Extranet
- Infographics
- Intranet
- Media
- Mobile apps
- Q - Product Clearance
- Project Evolve (Web)
- SAMHSA Headlines
- SAMHSA News
- SAMHSA Store

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