

**From:** Polley, Mary Elizabeth R. EOP/NSC  
**Sent:** Tue, 6 Jul 2021 14:53:28 +0000  
**To:** (b)(6)

(b)(6)

(b)(6) Matheny, Jason G. EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Scully, Brian J. EOP/NSC; Fitter, David L. (CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID); Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); Jennifer Shopkorn (CENSUS/ADCOM FED); zachary.henry (b)(6); Angha, Negah EOP/NSC; Bagia, Amrit B. EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC; Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO; Bressler, Jonathan A. EOP/NSC; (b)(6) Tartakovsky, Daniel (HHS/OASH); (b)(6) Schaffer, Audrey M. EOP/NSC; DeCesaro, Jennifer A. EOP/NSC; Grant, Rachel R. EOP/NSC; Lissner, Rebecca R. EOP/NSC; Davida, Gabriella S. EOP/NSC; Pohl, Jill H. EOP/NSC; Cedarbaum, Jonathan G. EOP/WHO; Khan, Puneet EOP/NSC; Redmon, Casey C. EOP/NSC; Johnston, Meredith A. EOP/NSC; Print, Josh R. EOP/NSC; Rault, Nick M. EOP/NSC; Ellis, Bryan j. EOP/NSC; Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD); Conover, Katherine C. EOP/NSC; Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS); Khosla, Divya D. EOP/NSC; C.Music, Francesca (CDC nsc.eop.gov); Kaloudis, Stergos C. EOP/NSC; Hahn, Sarah B. EOP/NSC; (b)(6); (b)(6) Tisdale, Nicole N. EOP/NSC; Etim, Linda EOP/NSC; (b)(6); (b)(6) Sharma, Saloni EOP/NSC; Tiffany Dowe; Green, Eric F. EOP/NSC; Kalathil, Shanthi A. EOP/NSC; Orero, Victoria A. EOP/NSC; VanLandingham, Parry K. EOP/NSC; Abercrombie, Cara L. EOP/NSC; Rosenberger, Laura M. EOP/NSC; Savett, Sean D. EOP/NSC; Raymond, Kedenard M. EOP/NSC; (b)(6) Tama, Jason P. EOP/NSC; (b)(6); (b)(6) Freeman, Andrea K. EOP/NSC; Cameron, Beth E. EOP/NSC; (b)(6); (b)(6) Callanan, Greg J. EOP/OMB; Pipan, Joseph G. EOP/OMB; Mergen, Margaret C. EOP/OMB; Gorman, Lindsay P. EOP/OSTP; Beckman, Adam (HHS/OASH); (b)(6) Nelson, Alondra R. EOP/OSTP; Venkatasubramanian, Suresh EOP/OSTP  
**Cc:** (b)(6); (b)(6) Sessoms Lee, Charmaine; Williams, Jasmine C. EOP/NSC; Monchek, Rafaela EOP/NSC; Chhabra, Tarun EOP/NSC; Shimer, David A. EOP/NSC; Gustafson, Marc F. EOP/NSC; Bitar, Maher B. EOP/NSC; (b)(6) Roberts, Kamie M. EOP/OSTP; Durkovich, Caitlin A. EOP/NSC

**From:** Polley, Mary Elizabeth R. EOP/NSC

**Sent:** Wed, 14 Jul 2021 18:33:18 +0000

**To:** (b)(6)

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Matheny, Jason G.

EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID);

Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Scully, Brian J. EOP/NSC; Fitter, David L.

(CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID); Kolis, Jessica

(CDC/DDPHSIS/CGH/GID); Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); (b)(6)

(b)(6)

Angha, Negah EOP/NSC; Bagia, Amrit B.

EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC;

Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO;

Bressler, Jonathan A. EOP/NSC; (b)(6) Tartakovsky, Daniel (HHS/OASH);

Sicade, Lynn M (DRL); Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD);

Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS); (b)(6)

(b)(6)

Tisdale, Nicole N. EOP/NSC;

(b)(6)

Sharma, Saloni

EOP/NSC; (b)(6) Tama, Jason P. EOP/NSC; (b)(6)

(b)(6)

Freeman, Andrea K. EOP/NSC; Cameron,

Beth E. EOP/NSC; (b)(6)

(USA); Callanan, Greg J. EOP/OMB; Pipan, Joseph G. EOP/OMB; Mergen, Margaret C. EOP/OMB;

Gorman, Lindsay P. EOP/OSTP; Beckman, Adam (HHS/OASH); (b)(6)

(b)(6)

(b)(6)

Sessoms Lee, Charmaine; Chhabra, Tarun EOP/NSC; (b)(6); Roberts,

Kamie M. EOP/OSTP; Durkovich, Caitlin A. EOP/NSC; Nelson, Alondra R. EOP/OSTP;

Venkatasubramanian, Suresh EOP/OSTP; Lieberman, Dean K. EOP/NSC; Lesko, Max (HHS/OASH);

Tartakovsky, Daniel (HHS/OASH); Kettler, Brian; Baron, Joshua; Turek, Matthew; Scully, Brian J.

EOP/NSC; (b)(6)

(b)(6)

**Cc:** Martonosi, Margaret; Roberts, Kamie M. EOP/OSTP

**Subject:** NITRD WG on Information Integrity (Please respond by COB)

Good morning,

We have received initial interest from several Departments and Agencies in a NITRD working group. We would appreciate confirmation by COB today so we can set up a dedicated discussion to finalize the scope.

Thanks so much, Mary Beth

**From:** Polley, Mary Elizabeth R. EOP/NSC

**Sent:** Thursday, July 8, 2021 4:04 PM

**To:** (b)(6)

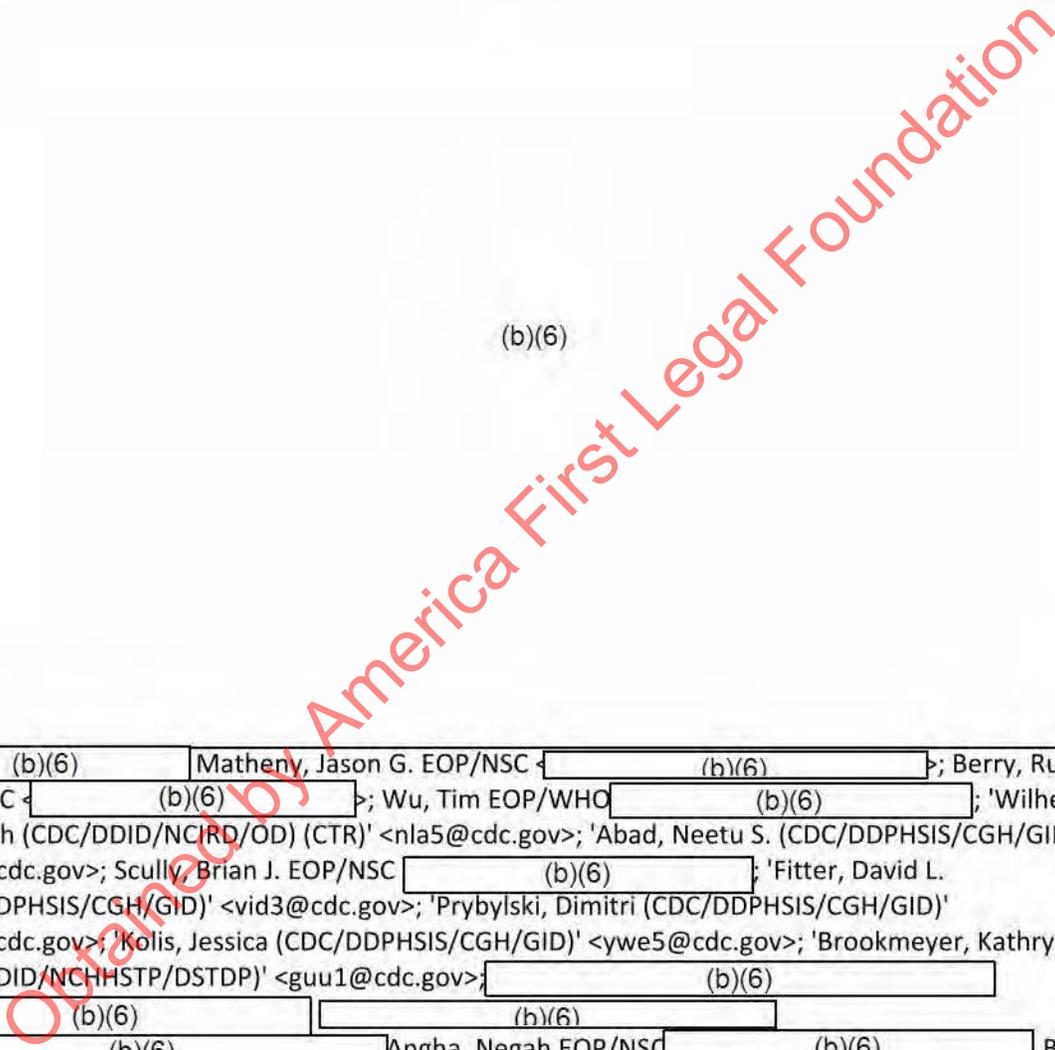
(b)(6)

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(b)(6) Matheny, Jason G. EOP/NSC <(b)(6)>; Berry, Ruth E. EOP/NSC <(b)(6)>; Wu, Tim EOP/WHO <(b)(6)>; 'Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR)' <nla5@cdc.gov>; 'Abad, Neetu S. (CDC/DDPHSIS/CGH/GID)' <vjx3@cdc.gov>; Scully, Brian J. EOP/NSC <(b)(6)>; 'Fitter, David L. (CDC/DDPHSIS/CGH/GID)' <vid3@cdc.gov>; 'Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID)' <hjt1@cdc.gov>; 'Kolis, Jessica (CDC/DDPHSIS/CGH/GID)' <ywe5@cdc.gov>; 'Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP)' <guu1@cdc.gov>; (b)(6)

(b)(6) (b)(6)  
(b)(6) Angha, Negah EOP/NSC <(b)(6)> Bagia, Amrit B. EOP/NSC <(b)(6)> Rosenberg, Brett A. EOP/NSC <(b)(6)>  
(b)(6) Maykish, P.J. J. EOP/NSC <(b)(6)> Welch, Jennifer D. EOP/NSC <(b)(6)> 'Jefferson, Karrie' <(b)(6)>; Berschinski, Robert G. EOP/NSC <(b)(6)>; Vail, Justin W. EOP/WHO <(b)(6)> Levitt, Justin M. EOP/WHO <(b)(6)>; Bressler, Jonathan A. EOP/NSC <(b)(6)>  
(b)(6) Tartakovsky, Daniel (HHS/OASH)' <Daniel.Tartakovsky@hhs.gov> (b)(6) (b)(6)



Stalker-Lehoux, Sarah M. EOP/NSC (b)(6) 'Stokley, Shannon (CDC/DDID/NCIRD/ISD)' <zma2@cdc.gov>; 'Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS)' <sif2@cdc.gov> (b)(6)

(b)(6) (b)(6) Tisdale, Nicole N. EOP/NSC

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(b)(6) Sharma, Saloni EOP/NSC (b)(6) (b)(6)

(b)(6) EOP/NSC Tama

(b)(6) (b)(6) >; (b)(6)

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(b)(6) Freeman, Andrea K. EOP/NSC

(b)(6) Cameron, Beth E. EOP/NSC (b)(6)

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(b)(6) Callanan, Greg J. EOP/OMB

<(b)(6) Pipan, Joseph G. EOP/OMB (b)(6)>;

Mergen, Margaret C. EOP/OMB (b)(6) >; Gorman, Lindsay P. EOP/OSTP

(b)(6) 'Beckman, Adam (HHS/OASH)' <Adam.Beckman@hhs.gov>;

(b)(6)

(b)(6) Chhabra, Tarun EOP/NSC (b)(6) (b)(6)

(b)(6) Roberts, Kamie M. EOP/OSTP

(b)(6) ; Durkovich, Caitlin A. EOP/NSC

Nelson, Alondra R. EOP/OSTP (b)(6)

Venkatasubramanian, Suresh EOP/OSTP (b)(6) ; Lieberman, Dean K. EOP/NSC (b)(6) ; Lesko, Max (HHS/OASH) <Max.Lesko@hhs.gov>; 'Tartakovsky, Daniel (HHS/OASH)' <Daniel.Tartakovsky@hhs.gov>; Kettler, Brian

(b)(6)

(b)(6) Mary Elizabeth R. EOP/NSC

(b)(6) ; Scully, Brian J. EOP/NSC (b)(6) (b)(6)

(b)(6)

Cc: (b)(6) Roberts, Kamie M. EOP/OSTP

(b)(6)

**Subject:** Department and Agency Contacts for Possible NITRD WG on Information Integrity

Good afternoon,

As discussed at Tuesday's meeting, there is agreement on the need for a dedicated working group to review current and ongoing research and development related to disinformation as well as to establish Federal priorities going forward to improve understanding of the impact of disinformation, evaluate mitigation measures and assess effectiveness of programs to improve societal resilience to information manipulation. A [National Information Technology Research and Development \(NITRD\)](#) working group has been identified as an option for this type of interagency collaboration. Attached is a list of NITRD POCs across the interagency so IPC participants can follow-up with their NITRD leads and confirm D/A support for a NITRD WG on Information Resilience.

**From:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)  
**Sent:** Sun, 6 Jun 2021 18:47:48 +0000  
**To:** Scully, Brian J. EOP/NSC  
**Cc:** Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID); Fitter, David L. (CDC/DDPHSIS/CGH/GID);  
(b)(6)  
**Subject:** RE: NSF Proposal Reviews

Hi Brian,

Yes!

I just spoke to Dimitri and between our team for Vaccine Confidence and Demand (domestic) and Dimitri's Demand for Immunization Team (global) we can scare up at least three infodemic experts to help our NSF colleagues out. 😊

Please do put us in touch with Mike.

Warm regards,

Elisabeth

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**From:** Scully, Brian J. EOP/NSC (b)(6)  
**Sent:** Thursday, June 3, 2021 4:14 PM  
**To:** Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR) <nla5@cdc.gov>; Abad, Neetu S. (CDC/DDPHSIS/CGH/GID) <vx3@cdc.gov>; Fitter, David L. (CDC/DDPHSIS/CGH/GID) <vid3@cdc.gov>; Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID) <hjt1@cdc.gov>  
**Cc:** Polley, Mary Elizabeth R. EOP/NSC <(b)(6)>  
**Subject:** FW: NSF Proposal Reviews

Good afternoon CDC

The National Science Foundation is looking for proposal reviewers for their NSF Convergence (b)(5) more info in the email below). I thought you all would be excellent reviewers and wanted to see if you would be ok with me connecting you with Mike from NSF?

Regards,  
Brian

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**From:** Pozmantier, Michael (b)(6)  
**Sent:** Thursday, June 3, 2021 3:43 PM  
**To:** Polley, Mary Elizabeth R. EOP/NSC (b)(6) Scully, Brian J. EOP/NSC

(b)(6)

**Subject:** (b) Proposal Reviews

Mary Beth and Brian,

Following up on previous conversations regarding proposal reviews. The review panels will be conducted as 4 one-day, virtual panels, held one each day on July 15, 16, 19, and 20. I'm working on lining up enough reviewers so that no reviewer has more than four proposals to review. I'd like to get more government representation on the review panels to give more balance to interests, experience, and viewpoints. Would you like to join as reviewers and is there anyone on your team or in other agencies that I should reach out to? It would work out to about a half day commitment when you take into consideration the number of panel discussions that will take place that are for proposals that you wouldn't have reviewed.

For reference, I've pasted the standard email I've been sending to prospective panelists below.

Thanks,

Mike

The [NSF Convergence Accelerator](#) will soon be receiving proposals dealing with mis/disinformation and inauthentic behavior for our solicitation: [NSF 21-572](#). The Convergence Accelerator is a two-year-old program that is focused on bringing together fully integrated, multi-disciplinary teams made up of a combination of academia, industry, non-profits, and government to solve large scale, complex issues facing our nation. Teams must produce deliverables such as software, hardware, education programs, processes, and a host of other possible outcomes to produce societal impact—this is well beyond the normal NSF programs that focus on papers. We're here to accelerate the results of basic research into practice.

Our program is structured into two phases. Phase I consists of a one-year award for up to \$750K for planning, participating in our curriculum, and working on their proof of concepts or possibly prototypes. Our curriculum consists of training in the areas of human-centered design, team science, conducting user interviews, and communications/pitching. Phase II is a two-year award for up to \$5M focused on building deliverables and determining and executing a sustainability model in order for the project to persist after the award is completed to continue delivering value into the future.

For this solicitation we expect to see Phase I proposals dealing with the following areas, and are therefore seeking reviewers from this broad range of disciplines:

- Political science
- Sociology
- Psychology
- Communications
- Marketing
- Education
- Journalism
- Law

- Computer Science
- Cognition
- others

Proposals for this solicitation are due on **June 14**, I expect to have proposal assignments to reviewers by **June 18, with a target of 3-4 proposals per reviewer**. There will be four separate one-day virtual panels, held each day on **July 15, 16, 19, and 20**. If you are interested in participating in reviewing and are available on at least one the dates listed, please let me know. I am putting together our pool of reviewers taking into consideration balancing representation from different institutions, the requirements for coverage of each discipline, and conflicts of interest.

Obtained by America First Legal Foundation



Regards,  
Brian

-----Original Appointment-----

**From:** Polley, Mary Elizabeth R. EOP/NSC <(b)(6)>

**Sent:** Monday, August 2, 2021 4:50 PM

**To:** Polley, Mary Elizabeth R. EOP/NSC; (b)(6)

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(b)(6) NSC; CyberPolicy; Matheny, Jason G.  
EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR);  
Abad, Neetu S. (CDC/DDPHSIS/CGH/GID; Scully, Brian J. EOP/NSC; Fitter, David L.  
(CDC/DDPHSIS/CGH/GID; Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID; Kolis, Jessica  
(CDC/DDPHSIS/CGH/GID; Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP (b)(6)  
(b)(6) (b)(6) Angha, Negah EOP/NSC; Bagia, Amrit B.  
EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC;  
Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO;  
Bressler, Jonathan A. EOP/NSC (b)(6) Tartakovsky, Daniel (HHS/OASH;  
Sicade, Lynn M (DRL; Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD;  
Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS; (b)(6)  
(b)(6) USA; Tisdale, Nicole N. EOP/NSC; (b)(6) USA; Sharma, Saloni  
EOP/NSC; Dowe, (b)(6) Tama, Jason P. EOP/NSC;

(b)(6)  
Freeman, Andrea K. EOP/NSC; Cameron, Beth E. EOP/NSC; (b)(6)  
(b)(6) Callanan, Greg J. EOP/OMB; Pipan, Joseph G.  
EOP/OMB; Mergen, Margaret C. EOP/OMB; Gorman, Lindsay P. EOP/OSTP; Beckman, Adam (HHS/OASH;  
Langdon, David (b)(6)  
(b)(6) Sessoms Lee, Charmaine; Chhabra, Tarun  
EOP/NSC, Patton, Rodney (NSD) (JMD; Roberts, Kamie M. EOP/OSTP; Durkovich, Caitlin A. EOP/NSC;  
Nelson, Alondra R. EOP/OSTP; Venkatasubramanian, Suresh EOP/OSTP; Lieberman, Dean K. EOP/NSC;  
Lesko, Max (HHS/OASH; Kettler, Brian; Baron, Joshua; Turek, Matthew; Dyson, (b)(6)  
(b)(6)  
(b)(6) LaFave, Helen G; James Noble; Saupp, Kevin; Furst, Hala; Young, Margaret A  
(Meg); Laskowski, Lauren C; Katherine Hart; Kalathil, Shanthi A. EOP/NSC; Geltzer, Joshua A. EOP/NSC; Y.  
Judy Chock; (b)(6)

**Subject:** (b)(5) agenda and dial-in  
added)

**From:** Polley, Mary Elizabeth R. EOP/NSC

**Sent:** Thu, 8 Jul 2021 20:04:30 +0000

**To:** (b)(6)

(b)(6)

(b)(6)

(b)(6) Matheny, Jason G.

EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID);

Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Scully, Brian J. EOP/NSC; Fitter, David L.

(CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID); Kolis, Jessica

(CDC/DDPHSIS/CGH/GID); Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); Jennifer Shopkorn

(CENSUS/ADCOM FED) (b)(6) Angha, Negah EOP/NSC; Bagia, Amrit B.

EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC;

Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO;

Bressler, Jonathan A. EOP/NSC; (b)(6) Tartakovsky, Daniel (HHS/OASH);

Sicade, Lynn M (DRL); Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD);

Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS); (b)(6)

(b)(6) Tisdale, Nicole N. EOP/NSC; Sanders (b)(6) Sharma, Saloni

EOP/NSC; Tiffany Dowe; (b)(6) Fama, Jason P. EOP/NSC; Michael Wightman (b)(6)

(b)(6) Freeman, Andrea K. EOP/NSC; Cameron,

Beth E. EOP/NSC; Roh, (b)(6)

(b)(6) Callanan, Greg J. EOP/OMB; Pipan, Joseph G. EOP/OMB; Mergen, Margaret C. EOP/OMB;

Gorman, Lindsay P. EOP/OSTP; Beckman, Adam (HHS/OASH); Langdon, David (Federal); (b)(6)

(b)(6)

(b)(6) Sessoms Lee, Charmaine; Chhabra, Tarun EOP/NSC; Patton, Rodney (NSD); Roberts,

Kamie M. EOP/OSTP; Durkovich, Caitlin A. EOP/NSC; Nelson, Alondra R. EOP/OSTP;

Venkatasubramanian, Suresh EOP/OSTP; Lieberman, Dean K. EOP/NSC; Lesko, Max (HHS/OASH);

Tartakovsky, Daniel (HHS/OASH); Kettler, Brian; Baron, Joshua; Turek, Matthew; Polley, Mary Elizabeth

R. EOP/NSC; Scully, Brian J. EOP/NSC; Dyson, Michael (contr-i2o); Wilkerson, Kiely (contr-i2o); Maughan,

Douglas; Pozmantier, Michael

**Cc:** Martonosi, Margaret; Roberts, Kamie M. EOP/OSTP

**Subject:** Department and Agency Contacts for Possible NITRD WG on Information

Integrity

**Attachments:** NITRD-SC-Roster\_7-2021.xlsx

Good afternoon,

As discussed at Tuesday's meeting, there is agreement on the need for a dedicated working group to review current and ongoing research and development related to disinformation as well as to establish

**From:** Polley, Mary Elizabeth R. EOP/NSC  
**Sent:** Thu, 27 May 2021 16:36:38 +0000  
**To:** Polley, Mary Elizabeth R. EOP/NSC; (b)(6)

(b)(6)

(b)(6) (b)(6)

(b)(5)

(b)(5) Bartee, Maureen S. EOP/NSC; Bouri, Nidhi EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Scully, Brian J. EOP/NSC; Fitter, David L. (CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID); Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); (b)(6) (CENSUS/ADCOM FED);

(b)(6)

**Cc:** (b)(6)

(b)(6)

(b)(6) Matheny, Jason G. EOP/NSC; Angha, Negah EOP/NSC; Bagia, Amrit B. EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC; Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO; Bressler, Jonathan A. EOP/NSC; (b)(6)

(b)(6) Schaffer, Audrey M. EOP/NSC; DeCesaro, Jennifer A. EOP/NSC; Grant, Rachel R. EOP/NSC; Lissner, Rebecca R. EOP/NSC; Davida, Gabriella S. EOP/NSC; Pohl, Jill H. EOP/NSC; Cedarbaum, Jonathan G. EOP/WHO; Khan, Puneet EOP/NSC; Redmon, Casey C. EOP/NSC; Johnston, Meredith A. EOP/NSC; Print, Josh R. EOP/NSC; Rault, Nick M. EOP/NSC; Ellis, Bryan j. EOP/NSC; Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD); Conover, Katherine C. EOP/NSC; Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS); Khosla, Divya D. EOP/NSC; C.Music, Francesca (b)(6); Kaloudis, Stergos C. EOP/NSC; Hahn, Sarah B. EOP/NSC; (b)(6)

(b)(6) Tisdale, Nicole N. EOP/NSC; Etim, Linda EOP/NSC; (b)(6)

(b)(6)

**Subject:** IIR (b)(5) on Counter Disinformation: Lessons Learned from CDC and Census on countering dis/mis information in real time

**Attachments:** SoVC\_report8\_5.24.21.pdf

This discussion will be held at the unclassified level. All departments and agencies are encouraged to hear how a broad range of open-source tools and counter-measures are being used in real time to address mis- and disinformation from a variety of sources. CDC's latest report is attached.

Agenda:

(b)(5)

**From:** Polley, Mary Elizabeth R. EOP/NSC  
**Sent:** Tue, 6 Jul 2021 14:53:28 +0000  
**To:** Polley, Mary Elizabeth R. EOP/NSC (b)(6)

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(b)(6)

(b)(6) Matheny, Jason G. EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Scully, Brian J. EOP/NSC; Fitter, David L. (CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID); Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); (b)(6)

(b)(6) (b)(6) Ingha, Negah EOP/NSC; Bagia, Amrit B. EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC; Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO; Bressler, Jonathan A. EOP/NSC; (b)(6) Tartakovsky, Daniel (HHS/OASH); Sicade, Lynn M (DRL); Schaffer, Audrey M. EOP/NSC; DeCesaro, Jennifer A. EOP/NSC; Grant, Rachel R. EOP/NSC; Lissner, Rebecca R. EOP/NSC; Davida, Gabriella S. EOP/NSC; Pohl, Jill H. EOP/NSC; Cedarbaum, Jonathan G. EOP/WHO; Khan, Puneet EOP/NSC; Redmon, Casey C. EOP/NSC; Johnston, Meredith A. EOP/NSC; Print, Josh R. EOP/NSC; Rault, Nick M. EOP/NSC; Ellis, Bryan j. EOP/NSC; Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD); Conover, Katherine C. EOP/NSC; Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS); Khosla, Divya D. EOP/NSC; C.Music, Francesca (b)(6) Kaloudis, Stergos C. EOP/NSC; Hahn, Sarah B. EOP/NSC (b)(6)

(b)(6) Tisdale, Nicole N. EOP/NSC; Etim, Linda EOP/NSC; Sanders, Joshua J CAPT USN JS J5 (USA); Sharma, Saloni EOP/NSC; Tiffany Dowe; Green, Eric F. EOP/NSC; Kalathil, Shanthi A. EOP/NSC; Orero, Victoria A. EOP/NSC; VanLandingham, Parry K. EOP/NSC; Abercrombie, Cara L. EOP/NSC; Rosenberger, Laura M. EOP/NSC; Savett, Sean D. EOP/NSC; Raymond, Kedenard M. EOP/NSC;

(b)(6) Tama, Jason P. EOP/NSC; (b)(6)  
(b)(6) Freeman, Andrea K. EOP/NSC; Cameron, Beth E. EOP/NSC; (b)(6)

(b)(6)  
EOP/OMB; Pipan, Joseph G. EOP/OMB; Mergen, Margaret C. EOP/OMB; Gorman, Lindsay P. EOP/OSTP; Beckman, Adam (HHS/OASH); Langdon, David (Federal); Cricien, Diana (Federal); Nelson, Alondra R. EOP/OSTP; Venkatasubramanian, Suresh EOP/OSTP

**Cc:** (b)(6)

(b)(6) Sessoms Lee, Charmaine; Williams, Jasmine C. EOP/NSC; Monchek, Rafaela EOP/NSC; Chhabra, Tarun EOP/NSC; Shimer, David A. EOP/NSC; Gustafson, Marc F. EOP/NSC; Bitar, Maher B. EOP/NSC; Patton, Rodney (NSD); Roberts, Kamie M. EOP/OSTP; Durkovich, Caitlin A. EOP/NSC

**From:** Scully, Brian J. EOP/NSC  
**Sent:** Tue, 10 Aug 2021 13:41:33 +0000  
**To:** (b)(6)

(b)(6)

(b)(6) CD\_NSC; CyberPolicy; Matheny, Jason G. EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Fitter, David L. (CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID); Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); (b)(6)

(b)(6) Angha, Negah EOP/NSC; Bagla, Amrit B. EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC; Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO; Bressler, Jonathan A. EOP/NSC; (b)(6) Tartakovsky, Daniel (HHS/OASH; Sicade, Lynn M (DRL; Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD); Flores, Stephen (CDC/DDID/NCIRD/OD); (b)(6)

Tisdale, Nicole N. EOP/NSC; (b)(6) Sharma, Saloni EOP/NSC; Dowe, Tiffany Anita Clarke (CD); (b)(6) Tama, Jason P. EOP/NSC; (b)(6)

(b)(6) Freeman, Andrea K. EOP/NSC; Cameron, Beth E. EOP/NSC; (b)(6)

(b)(6) Callanan, Greg J. EOP/OMB; Pipan, Joseph G. EOP/OMB; Mergen, Margaret C. EOP/OMB; Gorman, Lindsay P. EOP/OSTP; Beckman, Adam (HHS/OASH); (b)(6)

(b)(6)

(b)(6) Jessoms Lee, Charmaine; Chhabra, Tarun EOP/NSC; Patton, Rodney (NSD) (JMD; Roberts, Kamie M. EOP/OSTP; Durkovich, Caitlin A. EOP/NSC; Nelson, Alondra R. EOP/OSTP; Venkatasubramanian, Suresh EOP/OSTP; Lieberman, Dean K. EOP/NSC; Lesko, Max (HHS/OASH; Kettler, Brian; Baron, Joshua; Turek, Matthew; Dyson, (b)(6)

(b)(6) LaFave, Helen G; James Noble; Saupp, Kevin; Furst, Hala; Young, Margaret A (Meg); Laskowski, Lauren C; Katherine Hart; Kalathi, Shanthi A. EOP/NSC; Geltzer, Joshua A. EOP/NSC; Y. Judy Chock; Hale, Geoffrey

(b)(6) (b)(6)

**Subject:** RE: (b)(5)  
(agenda and dial-in added)

**Attachments:** US Interagency presentation - 10 August 2021 FINAL.pdf

Good morning,

Attached are the slides that will be used in the presentation this morning.

Regards,  
Brian

-----Original Appointment-----

**From:** Polley, Mary Elizabeth R. EOP/NSC <(b)(6)>

**Sent:** Monday, August 2, 2021 4:50 PM

**To:** (b)(6)

(b)(6)

(b)(6) CD\_NSC; CyberPolicy; Matheny, Jason G.  
EOP/NSC; Berry, Ruth E. EOP/NSC; Wu, Tim EOP/WHO; Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR);  
Abad, Neetu S. (CDC/DDPHSIS/CGH/GID; Scully, Brian J. EOP/NSC; Fitter, David L.  
(CDC/DDPHSIS/CGH/GID; Prybylski, Dimitri (CDC/DDPHSIS/CGH/GID; Kolis, Jessica  
(CDC/DDPHSIS/CGH/GID; Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP; Jennifer Shopkorn  
(CENSUS/ADCOM FED (b)(6) Angha, Negah EOP/NSC; Bagia, Amrit B.  
EOP/NSC; Rosenberg, Brett A. EOP/NSC; Maykish, P.J. J. EOP/NSC; Welch, Jennifer D. EOP/NSC;  
Jefferson, Karrie; Berschinski, Robert G. EOP/NSC; Vail, Justin W. EOP/WHO; Levitt, Justin M. EOP/WHO;  
Bressler, Jonathan A. EOP/NSC (b)(6) Tartakovsky, Daniel (HHS/OASH;  
Sicade, Lynn M (DRL; Stalker-Lehoux, Sarah M. EOP/NSC; Stokley, Shannon (CDC/DDID/NCIRD/ISD;  
Flores, Stephen (CDC/DDID/NCHHSTP/DHPIRS (b)(6)  
(b)(6) Tisdale, Nicole N. EOP/NSC (b)(6) Sharma, Saloni  
EOP/NSC; (b)(6) Tama, Jason P. EOP/NSC;  
(b)(6)  
Freeman, Andrea K. EOP/NSC; Cameron, Beth E. EOP/NSC; (b)(6)  
(b)(6) Callanan, Greg J. EOP/OMB; Pipan, Joseph G.  
EOP/OMB; Mergen, Margaret C. EOP/OMB; Gorman, Lindsay P. EOP/OSTP; Beckman, Adam (HHS/OASH);  
Langdon, David (Federal; Cricien, Diana (b)(6)  
(b)(6) Sessoms Lee, Charmaine; Chhabra, Tarun  
EOP/NSC, Patton, Rodney (NSD) (JMD; Roberts, Kamie M. EOP/OSTP; Durkovich, Caitlin A. EOP/NSC;  
Nelson, Alondra R. EOP/OSTP; Venkatasubramanian, Suresh EOP/OSTP; Lieberman, Dean K. EOP/NSC;  
Lesko, Max (HHS/OASH; Kettler, Brian; Baron, Joshua; Turek, Matthew; Dyson (b)(6)  
(b)(6)  
(b)(6) LaFave, Helen G; James Noble; Saupp, Kevin; Furst, Hala; Young, Margaret A  
(Meg); Laskowski, Lauren C; Katherine Hart; Kalathil, Shanthi A. EOP/NSC; Geltzer, Joshua A. EOP/NSC; Y.  
Judy Chock; (b)(6)  
**Subject:** (b)(5) agenda and dial-in  
added)

**From:** Polley, Mary Elizabeth R. EOP/NSC  
**Sent:** Thu, 8 Jul 2021 22:52:17 +0000  
**To:** Polley, Mary Elizabeth R. EOP/NSC (b)(6)

(b)(6)

(b)(6) Wilhelm, Elisabeth  
(CDC/DDPHSIS/CGH/GID); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID) (b)(6)

(b)(6)

(b)(6) Scully, Brian J. EOP/NSC;  
(b)(6)

(b)(6) Nelson, Alondra R. EOP/OSTP; (b)(6) Scherlis, William;  
Kettler, Brian; Turek, Matthew

**Subject:** (b)(5) on Counter-Disinformation

Please note this meeting is now 50 minutes. Agenda is below and discussion paper will be sent in separate email.

Agenda:

(b)(5)

Obtained by America First Legal Foundation

This looks good. Thanks for checking.

Yes, we can discuss the pediatric vaccines early next week but let me give you some general info: ACIP is likely to vote on this on Nov 2. CDC is likely to start posting final information on Nov 3 (possibly late Nov 2), if that helps to know. There will be many updates so the changes might span over a few days. We are also looking ahead and misinformation and hope to have a BOLO type meeting later that week with platforms that are interested.

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Thursday, October 28, 2021 8:00 AM  
**To:** Stanley Onyimba (b)(6); Megan Ryskamp (b)(6);  
Smith, Fred (CDC/OD/OADC) (b)(6); Jamal, Catherine (CDC/OD/OADC)  
(b)(6); Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>  
**Subject:** Re: Booster Shots

Hi CDC team,

Stanley's OOO so I'm also adding +Megan Ryskamp who is helping while he is out. Given that CDC booster [guidance](#) has changed, we wanted to raise awareness of this upcoming change to our product experience. Please see below for our new text and a mock up and let us know if you have any feedback.

Anticipated new text: "If you have been fully vaccinated with a Pfizer, Moderna or Johnson & Johnson vaccine, you may be eligible for a booster shot."

Anticipated new mock:

## ⚠ Getting the vaccine

- Everyone 12 years of age and older is now eligible to get a COVID-19 vaccination.
- If you have been fully vaccinated with a Pfizer, Moderna or Johnson & Johnson vaccine, you may be eligible for a booster shot.



Learn more & register at [vaccines.gov](https://www.vaccines.gov)



1-800-232-0233

Also, do you have time to connect early next week on the anticipated guidance on vaccines for 5-11? It would be great to connect as the CDC plans communications on authoritative information for pediatric vaccines.

Thank you,  
Jan and Megan

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile (b)(6)

On Thu, Sep 30, 2021 at 5:34 PM Stanley Onyimba (b)(6) wrote:

(b)(6)

**Subject:** Booster Shots

Hi Fred,

Following up on our call earlier this week to share a planned update to our vaccine general availability banner (current experience below).

As discussed, we plan to add a one liner on the latest booster shot guidance from the CDC/Vaccines.gov. Please let us know if the CDC is comfortable with the following summary sentence based on the [CDC's banner](#):

- *You may be eligible for a booster shot if you received a second dose of the Pfizer COVID-19 vaccine 6+ months ago and are an adult age 65+ years, or 18+ years and at risk due to circumstances or a medical condition.*

Thanks,

Stanley

--

Stanley Onyimba | Global Product Partnerships | (b)(6)

--

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

Android Mobile: (b)(6)

**From:** Jan Antonaros (b)(6)  
**Sent:** Thursday, October 28, 2021 7:06 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Stanley Onyimba (b)(6) Megan Ryskamp (b)(6)  
Smith, Fred (CDC/OD/OADC) (b)(6) Jamal, Catherine (CDC/OD/OADC)  
(b)(6)  
**Subject:** Re: Booster Shots

Thanks both for the quick response! On Monday, we can make 3:30pm est work, but anyway 4pm est is open?

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

On Thu, Oct 28, 2021 at 5:13 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Jan – of course not that I look again, I would recommend changing “Learn more & register at Vaccines.gov” to Find a vaccine at Vaccines.gov.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thursday, October 28, 2021 5:11 PM  
**To:** Jan Antonaros (b)(6) Stanley Onyimba (b)(6)  
Megan Ryskamp (b)(6) Smith, Fred (CDC/OD/OADC) (b)(6)

Jamal, Catherine (CDC/OD/OADC) (b)(6)  
**Subject:** RE: Booster Shots

I'm sorry this has been in my draft all day!!

This looks good. Thanks for checking.

Yes, we can discuss the pediatric vaccines early next week but let me give you some general info: ACIP is likely to vote on this on Nov 2. CDC is likely to start posting final information on Nov 3 (possibly late Nov 2), if that helps to know. There will be many updates so the changes might span over a few days. We are also looking ahead and misinformation and hope to have a BOLO type meeting later that week with platforms that are interested.

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Thursday, October 28, 2021 8:00 AM  
**To:** Stanley Onyimba (b)(6); Megan Ryskamp (b)(6);  
Smith, Fred (CDC/OD/OADC) (b)(6); Jamal, Catherine (CDC/OD/OADC)  
(b)(6); Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Booster Shots

Hi CDC team,

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Anticipated new text: "If you have been fully vaccinated with a Pfizer, Moderna or Johnson & Johnson vaccine, you may be eligible for a booster shot."

Anticipated new mock:

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- If you have been fully vaccinated with a Pfizer, Moderna or Johnson & Johnson vaccine, you may be eligible for a booster shot.



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Thank you,  
Jan and Megan

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

On Thu, Sep 30, 2021 at 5:34 PM Stanley Onyimba (b)(6) wrote:

Great, thanks!

Hi Fred,

Following up on our call earlier this week to share a planned update to our vaccine general availability banner (current experience below).

As discussed, we plan to add a one liner on the latest booster shot guidance from the CDC/Vaccines.gov. Please let us know if the CDC is comfortable with the following summary sentence based on the [CDC's banner](#):

- *You may be eligible for a booster shot if you received a second dose of the Pfizer COVID-19 vaccine 6+ months ago and are an adult age 65+ years, or 18+ years and at risk due to circumstances or a medical condition.*

Thanks,

Stanley

--

Stanley Onyimba | Global Product Partnerships | (b)(6)

--

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

Android Mobile: (b)(6)

From task force:

I would suggest deleting everything after the list of side effects (plus correcting the list as shown in red). For that bottom text, the first sentence is duplicative of the bulleted list (fever/chills). We don't have any cleared language, as far as I know, to support the second and third sentences.

### **What are the side effects of getting a COVID-19 vaccine?**

You may have some side effects, which are normal signs that your body is building protection. These side effects might affect your ability to do daily activities, but they should go away in a few days. Some people have no side effects.

You might experience:

Pain, redness or swelling in the arm where you got the shot

Tiredness

Headache

Muscle pain

Chills

Fever

~~Joint pain~~

~~Nausea~~

You may get a high temperature or feel hot or shivery 1 or 2 days after having your vaccination. More serious side effects are extremely rare. A person is far more likely to be seriously harmed by a disease than by its vaccine.

---

**From:** Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>

**Sent:** Tuesday, May 4, 2021 9:19 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** CDC approval requested: FAQ Content

Hi Carol – Hope the week is off to a great start. Our content specialist, recently made copyedits to two CDC questions for our new FAQ modules appearing in the COVID-19 Information Center.

These are fairly minor edits to what you've already provided, but if you have additional edits, could you please let us know by COB if possible?

**From:** [Crawford, Carol Y. \(CDC/OD/OADC\)](#)  
**To:** [Genelle Adrien](#); [Dempsey, Jay H. \(CDC/OD/OADC\)](#)  
**Cc:** [Payton Iheme](#); [McDaniel, Rebecca \(CDC/OD/OADC\)](#)  
**Subject:** RE: CDC approval requested: FAQ Content  
**Date:** Tuesday, May 11, 2021 1:50:00 PM  
**Attachments:** [Facebook COVID-19 vax numbers unsigned licensing agreement.docx](#)

---

If you call can sign this we can move forward with the logo add. Thanks!

---

**From:** Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>  
**Sent:** Tuesday, May 4, 2021 8:45 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: CDC approval requested: FAQ Content

Thanks, Carol! This is great feedback. The proactive comms was in reference to this new FAQ module.

Speaking of the logo approval, the action page is live here: <https://about.facebook.com/actions/responding-to-covid-19>. And, we will add the CDC logo once we have your go ahead.

Thank you—  
Genelle

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Tuesday, May 4, 2021 at 7:53 PM  
**To:** Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** RE: CDC approval requested: FAQ Content

Hi Genelle — one Q was fine but our SMEs said the below on the other question. Also, just to check — was the proactive comms note about the item I'm getting the logo approved for?

From task force:

I would suggest deleting everything after the list of side effects (plus correcting the list as shown in red). For that bottom text, the first sentence is duplicative of the bulleted list (fever/chills). We don't have any cleared language, as far as I know, to support the second and third sentences.

## What are the side effects of getting a COVID-19 vaccine?

You may have some side effects, which are normal signs that your body is building protection. These side effects might affect your ability to do daily activities, but they should go away in a few days. Some people have no side effects.

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Headache

Muscle pain

Chills

Fever

Joint pain

Nausea

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**Sent:** Tuesday, May 4, 2021 9:19 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** CDC approval requested: FAQ Content

Hi Carol – Hope the week is off to a great start. Our content specialist, recently made copyedits to two CDC questions for our new FAQ modules appearing in the COVID-19 Information Center.

These are fairly minor edits to what you've already provided, but if you have additional edits, could you please let us know by COB if possible?

A quick note that our new launch date is 5/17. We are not planning any proactive comms at the moment, but if we do, we will let you know and coordinate accordingly.

Thanks and let me know if you have questions!

Best,  
Genelle

Please see edits below for the Prevention and Treatment tabs. Please let me know if you have any questions.

**Prevention Tab** – Green highlighted denotes change in order. Blue highlight denotes edit.

To help prevent the spread of COVID-19:

- **Wear a mask to protect yourself and others and stop the spread of COVID-19.**
- Stay at least 6 feet (about 2 arm lengths) from others who don't live with you.
- Avoid crowds and poorly ventilated spaces. The more people you are in contact with, the more likely you are to be exposed to COVID-19.
- **Get a COVID-19 vaccine when it's available to you.**
- Clean your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol.
- Avoid close contact with people who are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- **Clean and disinfect frequently touched objects and surfaces daily. Update to: – Clean frequently touched objects and surfaces daily. If someone is sick or has tested positive for COVID-19, disinfect frequently touched surfaces.**
- Monitor your health daily.

**Treatment Tab (under Medical treatments)**– Remove the yellow highlighted content

Treatments used for COVID-19 should be prescribed by your healthcare provider. People have been seriously harmed and even died after taking products not approved for COVID-19, even products approved or prescribed for other uses. Your healthcare provider will decide on what approach to take for your treatment.

Treatment Outside of the Hospital

- **Bamlanivimab and casirivimab plus imdevimab are available under FDA EUAs for patients at high risk of disease progression and severe illness. Preliminary data suggest that some outpatients may benefit from receiving anti-SARS-CoV-2 monoclonal antibodies early in the course of infection. The NIH COVID-19 Treatment Guidelines find that, to date, there are insufficient data from clinical trials to recommend for or against these treatments and these treatments should not be considered standard of care.**

Your healthcare provider also may recommend the following to relieve symptoms and support your body's natural defenses.

- Taking medications, like acetaminophen or ibuprofen, to reduce fever.

- Drinking water or receiving intravenous fluids to stay hydrated.
- Getting plenty of rest to help the body fight the virus.

#### Treatment in the Hospital

- Remdesivir (Veklury) is an antiviral medication approved by FDA to treat COVID-19.
- Dexamethasone is a steroid medication, similar to a natural hormone produced by the body. Dexamethasone is recommended for patients who need supplemental oxygen.

If someone is showing emergency warning signs, get medical care immediately. Emergency warning signs include:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Bluish lips or face

**Becky McDaniel**  
Health Communication Specialist  
(404) 536-6002

Obtained by America First Legal Foundation

5. **K-12 schools** should be the last settings to close after all other mitigation measures in the community have been employed, and the first to reopen when they can do so safely.
- All schools should use and layer mitigation strategies.
  - Schools providing in-person instruction should prioritize two mitigation strategies:
    - Universal and correct use of masks should be required.
    - Physical distancing (at least 6 feet) should be maximized to the greatest extent possible.

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Sent:** Tuesday, February 16, 2021 2:06 PM

**To:** Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <[zhk0@cdc.gov](mailto:zhk0@cdc.gov)>

**Cc:** LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Google meeting at 4

They said they do want to discuss vaccines: "VaccineFinder and vaccine locations in addition to general timelines/key messages for upcoming campaigns."

Hoping you have his updated appt but if not here is the right teams info:

Join on your computer or mobile app

[Click here to join the meeting](#)

Or call in (audio only)

(b)(6)

United States, Atlanta

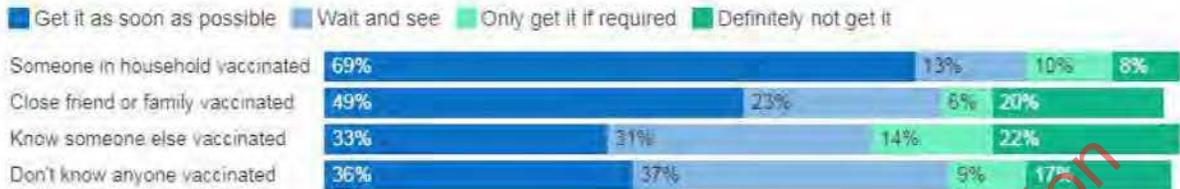
(b)(6)

United States (Toll-free)

Figure 11

## Those With Closer Connections To People Who Have Been Vaccinated Are More Likely To Say They'll Get Vaccinated As Soon As Possible

When an FDA approved vaccine for COVID-19 is available to you for free, do you think you will... ?



NOTE: Among those who have not been vaccinated for COVID-19. See topline for full question wording.  
SOURCE: KFF COVID-19 Vaccine Monitor (Feb. 15-Feb. 23, 2021) • Download PNG

KFF COVID-19  
Vaccine Monitor

We also saw positive interaction our flu campaign [#SleeveUp to #FightFlu](#) effort on social media.

-KLP

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Sent:** Friday, February 26, 2021 4:57 PM

**To:** Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <[cj4@cdc.gov](mailto:cj4@cdc.gov)>; Jones, Christopher M. (CDC/DDID/NCIPC/OD) <[FJR0@cdc.gov](mailto:FJR0@cdc.gov)>; Bonds, Michelle E. (CDC/OD/OADC) <[meb0@cdc.gov](mailto:meb0@cdc.gov)>; Sokler, Lynn (CDC/OD/OADC) <[zsz0@cdc.gov](mailto:zsz0@cdc.gov)>; CDC IMS JIC Lead -2 <[eocjiclead2@cdc.gov](mailto:eocjiclead2@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>

**Cc:** Cory, Janine (CDC/DDID/NCIRD/DVD) <[jyc5@cdc.gov](mailto:jyc5@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>; Bretthauer-Mueller, Rosemary (CDC/DDID/NCIPC/OD) <[zhk0@cdc.gov](mailto:zhk0@cdc.gov)>; CDC IMS JIC OADC LNO -2 <[eocevent202@cdc.gov](mailto:eocevent202@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Awareness: Facebook "I got a COVID-19 Vaccine" frame

Answering what I have read so far in one e-mail...

Cynthia - Yes, when we promote the frame, we can definitely be sure the promotion materials & targeted influencers represent the demographics of our ACIP stages. And just incase not clear, the frame would show up around the persons existing Facebook profile picture. So how it will seem when you are looking at your Facebook feed is you'll see your friends pictures with the frames around it, if they have been vaccinated and chose to add the frame. Also, Facebook plans (b)(5)

(b)(5) based on demographics of their facebook profile.

As for Dagny's concerns, they did give us an option (b)(5) but recommended (b)(5). You do have a good point and might be (b)(5). I think however on the permission structure for relaxing prevention measures...I believe (b)(5) (b)(5) as this is just a common thing done on Facebook, so I think we may want to put aside that concern. (b)(5) already part of the VTF plans also, FYI. But we can definitely discuss it.

Chris concerns – Facebook indicated (b)(5)

(b)(5)

**Cc:** Stanley Onyimba (b)(6) Megan Ryskamp (b)(6)  
Smith, Fred (CDC/OD/OADC) (b)(6) Jamal, Catherine (CDC/OD/OADC)  
(b)(6)

**Subject:** Re: Booster Shots

Thanks both for the quick response! On Monday, we can make 3:30pm est work, but anyway 4pm est is open?

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

On Thu, Oct 28, 2021 at 5:13 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Jan – of course not that I look again, I would recommend changing “Learn more & register at Vaccines.gov” to Find a vaccine at Vaccines.gov.

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**From:** Crawford, Carol Y. (CDC/OD/OADC)

**Sent:** Thursday, October 28, 2021 5:11 PM

**To:** Jan Antonaros (b)(6) Stanley Onyimba (b)(6)  
Megan Ryskamp (b)(6) Smith, Fred (CDC/OD/OADC) (b)(6)  
Jamal, Catherine (CDC/OD/OADC) (b)(6)

**Subject:** RE: Booster Shots

I'm sorry this has been in my draft all day!!

slight shift to the attitude question to align with a pre-approved format on our end. Does the adjusted format below still capture the intent/goal you had in mind?

**Current version**

**Knowledge:**

Do you agree or disagree that wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

- Strongly agree
- Somewhat agree
- Neutral
- Disagree
- I don't know

**Recommended pre-approved format**

Attitude: How important is wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

1. Very important
2. Somewhat important
3. Barely important
4. Not important
5. I don't know

**-Airton**

Concierge support available [here](#)

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Tuesday, January 12, 2021 at 9:55 AM  
**To:** Julia Eisman (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)"  
(b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Michael  
Sullivan (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: Brandlift

Thanks so much, Julia.

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**From:** Julia Eisman (b)(6)  
**Sent:** Monday, January 11, 2021 7:59 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6) Dempsey, Jay H. (CDC/OD/OADC)  
(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6) Michael Sullivan  
(b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Brandlift

Thank you all for the endless push!! I believe we have what we need for next steps on our end.

Wanted to quickly check in to make sure there wasn't anything else you needed from our us toward this end?

Best,  
Airton

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**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Tuesday, December 22, 2020 12:49 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Michael Sullivan (b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** Re: RE: Brandlift

Thank you, Kelsey,

Great question, since we're ultimately limited to 3 total questions, you would only be able to leverage one question for the knowledge format.

Depending on what proportion of your ads will cover the message discussed in this question, you could be able to work with this if the message is covered in the vast majority of units, otherwise, if you'd like to continue with the Knowledge question format, it could be worth exploring more general questions or frameworks around the importance of masks in broader contexts that might include some of the common concepts captured or implied in each ads. I have some directional examples below based on your previous inputs with this question format, please let us know if this makes sense.

*Do you agree or disagree that wearing a mask properly (over your mouth & nose) will slow the spread of Coronavirus (COVID-19)?*

*Do you agree or disagree that wearing a mask everywhere outside your home, even if alone, will slow the spread of Coronavirus (COVID-19)?*

Thank you,  
-Airton

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Tuesday, December 22, 2020 at 10:56 AM  
**To:** Michael Sullivan (b)(6) Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Hi Airton,  
Previously I asked if we do a bundle of messages (like the 3 were are proposing on masks), would the same polling questions have to work for every ad in the bundle and you answered that people exposed to our ads should be able to answer our polling questions favorably. That being said, will we have 3

different knowledge questions that match to each individual ad? If we go with the below knowledge question, people who only see our grocery store ad, may not be able to answer the question below correctly, however, it could be used for both the rideshare and public transportation ad.

Do you agree or disagree that wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

- Strongly agree
- Somewhat agree
- Neutral
- Disagree
- I don't know

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**From:** Michael Sullivan (b)(6)

**Sent:** Thursday, December 17, 2020 4:10 PM

**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Airton Tatoug Kamdem

(b)(6) Julia Eisman (b)(6)

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC)

(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)

**Subject:** RE: RE: Brandlift

Sorry about the confusion on my end, Kelsey. Our internal teams have approved knowledge questions with incorrect answers as long as we include "do you think"? (It may be worth noting that the CDC's name does not appear in the BL poll.) The POV is that while there could be some risk, this language choice reduces the chance of misinterpreting the question as a statement of fact. However, I completely understand if your teams would prefer not to include inaccurate response.

If only correct answers are preferred, I'd recommend against using the knowledge question. I don't think the results would be worthwhile. An alternative could be to ask about one fact individually like the question below. Otherwise, the attitude and practice question are questions we often sufficient on their own to evaluate effectiveness.

Do you agree or disagree that wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

- Strongly agree
- Somewhat agree
- Neutral
- Disagree
- I don't know

I hope this helps.

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**From:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)

**Sent:** Thursday, December 17, 2020 3:04 PM

**To:** Michael Sullivan (b)(6) Airton Tatoug Kamdem (b)(6) Julia

Eisman (b)(6)

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)

**Subject:** RE: RE: Brandlift

Hi Mike,

Yes, we originally were going with a few incorrect answers for that exact reason, but during internal review we were asked to not include any incorrect answers that could potential perpetuate misinformation. Do you have any suggestions on how to reframe our knowledge question to better measure lift?

Thanks,  
Kelsey

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**From:** Michael Sullivan (b)(6)

**Sent:** Thursday, December 17, 2020 2:55 PM

**To:** Airton Tatoug Kamdem (b)(6) Schwarz, Kelsey (CDC/OD/OADC)

(b)(6) Julia Eisman (b)(6)

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC)

(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)

**Subject:** RE: RE: Brandlift

Hey all,

Just quickly jumping in re the knowledge question, I'd suggest adding one or two incorrect potential answers. Otherwise, we aren't giving the test much room to measure lift. If all answers are the desired response except "I don't know", then the only potential lift will be in how many fewer people in the test group (that saw the ad) choose I don't know than in the control group. I wouldn't expect a large % to select I don't know in either group.

@Kelsey, has your team encountered any common misperceptions/misinformation that might be good options? Or another answer that would suggest that masks need to be worn less often. Below are couple suggestions, but there may be better options rooted in your team's expertise.

-Mike

- Don't wear at home when family visits
- Only wear in groups larger than 10

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**From:** Airton Tatoug Kamdem (b)(6)

**Sent:** Thursday, December 17, 2020 12:16 PM

**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

Thanks for the note, the format you previously shared (below) actually works well so making sure to include only true statements as part of this format could work here. Please let us know if this makes sense?

Which of the following statements do you think are true about masks?

- Wear over your mouth only
- Wear in public buildings (grocery/retail stores)
- Wear while riding in vehicles with others
- Wear everywhere outside your home, even if alone
- I don't know

Thank you,  
-Airton

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Wednesday, December 16, 2020 at 8:28 PM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie  
(CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Thanks, Airton. Carol informed me that you and her discussed changing the knowledge question based on our internal review feedback. Before we go back to the original answers (all true + I don't know), let me know if your team has any suggestions on a better knowledge question or how to reframe this one.

Thanks,  
Kelsey

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**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Tuesday, December 15, 2020 12:38 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford,  
Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6)  
**Subject:** Re: RE: Brandlift

(b)(4) would just be the total reach, we only poll (b)(4)

-A

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Tuesday, December 15, 2020 at 12:35 PM

**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie  
(CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Quick question (b)(4); (b)(5)  
(b)(5)

Thanks,  
Kelsey

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Tuesday, December 15, 2020 12:06 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford,  
Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6)  
**Subject:** Re: RE: Brandlift

Hi Kelsey,

Ultimately, it would depend on a number of factors around the campaign (b)(4)  
(b)(4)  
(b)(4) Please let us know if this  
makes sense.

Best,  
-Airton

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Tuesday, December 15, 2020 at 11:18 AM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie  
(CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Thanks, Airton. Could you give me a breakdown of run time and expected reach for (b)(4)  
(b)(4)

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Tuesday, December 15, 2020 10:53 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford,  
Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

We're working through getting approvals on our end as well but if everything goes through on both ends, then we would need to launch the test *before* you launch any media so that our measurement team can set holdout groups. a 2-4 week test period works well, but what is also important here is actually the overall expected reach of the campaign. This is partially determined by factors such as audience size, objective, creative, and budget. Do you have a sense of how much budget you'd want to put behind this campaign/test?

Best,  
Airton

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**From:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)

**Sent:** Monday, December 14, 2020 9:42 AM

**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6)

**Subject:** RE: RE: Brandlift

Hi Airton,

I am still waiting on CDC clearance of the polling questions, but in the meantime we are drafting a schedule for these posts. Once we have approval, would we start running the ads and your team starts using the polling questions or will you wait a few days to start the questions? We propose running the ads for 2-4 weeks. Does your team have a preference based on past projects like this?

Thanks,  
Kelsey

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**From:** Schwarz, Kelsey (CDC/OD/OADC)

**Sent:** Friday, December 11, 2020 12:05 PM

**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6)

**Subject:** RE: RE: Brandlift

Ok, thanks. I will let you know once they are cleared on our end.

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**From:** Airton Tatoug Kamdem (b)(6)

**Sent:** Friday, December 11, 2020 10:59 AM

**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford,

Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6)

**Subject:** Re: RE: Brandlift

Thanks Kelsey,

confirming these are good to go from our end (copied and ranked below for reference) – feel free to take the next steps on your end and we'll wait for your signal to tackle the next parts of planning.



-A

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)

**Date:** Thursday, December 10, 2020 at 3:09 PM

**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie

(CDC/DDID/NCIRD/OD) (CTR)" [redacted] (b)(6)

**Subject:** RE: RE: Brandlift

Thanks!

Outside of Ad Recall, our priority of questions is as follows:

1. Action Intent/Behavior Polling Format
2. Knowledge Polling Format
3. Attitude Polling Format

As a reminder, before posting these ads and having the polling questions run, I will need to get OMB approval. Once you provide feedback, I can start that process.

Best,  
Kelsey

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**From:** Airton Tatoug Kamdem [redacted] (b)(6)

**Sent:** Thursday, December 10, 2020 1:45 PM

**To:** Schwarz, Kelsey (CDC/OD/OADC) [redacted] (b)(6) Julia Eisman [redacted] (b)(6)

**Cc:** Michael Sullivan [redacted] (b)(6) Dempsey, Jay H. (CDC/OD/OADC) [redacted] (b)(6) Crawford, Carol Y. (CDC/OD/OADC) [redacted] (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) [redacted] (b)(6)

**Subject:** Re: RE: Brandlift

Really good point Kelsey, it's actually common for organizations to include "wrong" answers here as well for the reason you just mentioned.

Ultimately, we'll follow your guidance to identify the 5 strongest candidates to include as part of the poll, we would *not* pick these at random.

Okay we will review these answers and provide feedback here as soon as possible.

--

Could we build out a knowledge question more like this –

Which of the following statements do you think are true about masks?

- Wear over your mouth only
- Wear in public buildings (grocery/retail stores)
- Wear while riding in vehicles with others
- Wear everywhere outside your home, even if alone
- I don't know

Best,  
-Airton

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" [redacted] (b)(6)

**Date:** Thursday, December 10, 2020 at 1:40 PM

**To:** Airton Tatoug Kamdem [redacted] (b)(6) Julia Eisman [redacted] (b)(6)

**Cc:** Michael Sullivan [redacted] (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" [redacted] (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" [redacted] "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" [redacted]

**Subject:** RE: RE: Brandlift

Could we build out a knowledge question more like this –  
Which of the following statements do you think are true about masks?

- Wear over your mouth only
- Wear in public buildings (grocery/retail stores)
- Wear while riding in vehicles with others
- Wear everywhere outside your home, even if alone
- I don't know

This way we are including two false statements other than "I don't know". If you have any suggestions or advice based on how other organizations framed these knowledge statements, please let me know.

**From:** Schwarz, Kelsey (CDC/OD/OADC)

**Sent:** Thursday, December 10, 2020 1:27 PM

**To:** Airton Tatoug Kamdem [redacted] Julia Eisman [redacted]

**Cc:** Michael Sullivan [redacted] Dempsey, Jay H. (CDC/OD/OADC) [redacted] Crawford, Carol Y. (CDC/OD/OADC) [redacted] Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) [redacted]

**Subject:** RE: RE: Brandlift

Ok, we feel that we will better understand any misconceptions people have about masks if we can have a few wrong answers in the mix. Would you pick 5 at random to include for each poll or would we have to narrow it down to the same 5 for all?

**From:** Airton Tatoug Kamdem [redacted]

**Sent:** Thursday, December 10, 2020 1:19 PM

**To:** Schwarz, Kelsey (CDC/OD/OADC) [redacted] Julia Eisman [redacted]

**Cc:** Michael Sullivan [redacted] Dempsey, Jay H. (CDC/OD/OADC) [redacted] Crawford, Carol Y. (CDC/OD/OADC) [redacted] Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) [redacted]

**Subject:** Re: RE: Brandlift

Hi Kelsey,

Yes, we're ultimately limited to 5 on these, but if you have additional strong candidates, feel free to throw them in -- never hurts to have options here.

-A

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" [redacted]

**Date:** Thursday, December 10, 2020 at 1:10 PM

**To:** Airton Tatoug Kamdem [redacted] Julia Eisman [redacted]

**Cc:** Michael Sullivan [redacted] "Dempsey, Jay H. (CDC/OD/OADC)" [redacted]

"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)

**Subject:** RE: RE: Brandlift

Quick question – Can we only have 5 answers for the knowledge section including (b)(5)

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**From:** Airton Tatoug Kamdem (b)(6)

**Sent:** Thursday, December 10, 2020 10:00 AM

**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

Thank you for putting this together – very helpful and it should work well. Two more technical notes to keep in mind on this end before we're good to go with the questions.

- The answers to the knowledge question do have a technical limitation of 50-characters, so where possible it'd be helpful to condense or think through alternative knowledge statements. I included the answers below along with demarcations of where the character limit would currently cut off in red.
- We will ultimately be able to select 3 polling questions including Ad Recall, if you get a chance we'd love to also get a sense of how you'd rank each of these selected polls as they align with your learning objectives so we have a good sense of how to prioritize.

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**Knowledge Polling Format:**

Which of the following statements do you think are true about masks?

- Masks, when worn over mouth and nose, are effective at slowing the spread of COVID-19
- Masks should be worn when you grocery shop
- Masks should be worn when you use a rideshare service
- Masks should be worn when you are on public transit
- I don't know

Thank you,

-Airton

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)

**Date:** Wednesday, December 9, 2020 at 3:12 PM

**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)

**Subject:** RE: RE: Brandlift

Hi Airton,

Our suggested polling questions are below. Let me know if these work.

**Ad Recall Polling Format:**

Do you recall seeing an ad **about masks** online or on mobile device in the past 2 days?

- Yes
- No
- Not sure

**Attitude Polling Format:**

How important is **wearing a mask to prevent the spread of COVID-19?**

- Very important (DR)
- Somewhat important (DR)
- Somewhat unimportant
- Very unimportant
- I don't know / not relevant to me

**Action Intent/Behavior Polling Format:**

How likely are you **wear a mask when you are out in public?**

- Very likely (DR)
- Somewhat likely (DR)
- Somewhat unlikely
- Very unlikely
- I don't know / I already got vaccinated

**Knowledge Polling Format:**

Which of the following statements do you think are true about **masks?**

- **Masks, when worn over mouth and nose, are effective at slowing the spread of COVID-19**
- **Masks should be worn when you grocery shop**
- **Masks should be worn when you use a rideshare service**
- **Masks should be worn when you are on public transit**
- I don't know

Thanks,  
Kelsey

---

**From:** Airton Tatoug Kamdem (b)(6)

**Sent:** Wednesday, December 9, 2020 2:33 PM

**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6)

**Subject:** Re: RE: Brandlift

Thank you Kelsey,

Based on this context, we can certainly look at using this test to measure any shifts in knowledge and action/behavior intent within your audiences. Below I've highlighted a few polling questions designed around the flu vaccine this year. The org names and messages in the brackets are interchangeable so you can fill in anything about wearing masks, social distancing or any other key messages you'd want to push and better understand. Would you be able to adapt these formats to the message(s) you're hoping to get deeper insight into? Once you have some of these initial focus points we can work to finalize.

**Ad Recall Polling Format:**

Do you recall seeing an ad from [ORG NAME] online or on mobile device in the past 2 days?

- Yes
- No
- Not sure

**Attitude Polling Format:**

How important is [getting the flu vaccine this year]?

- Very important (DR)
- Somewhat important (DR)
- Somewhat unimportant
- Very unimportant
- I don't know / not relevant to me

**Action Intent/Behavior Polling Format:**

How likely are you [to get the flu vaccine this year]?

- Very likely (DR)
- Somewhat likely (DR)
- Somewhat unlikely
- Very unlikely
- I don't know / I already got vaccinated

**Knowledge Polling Format:**

Which of the following statements do you think are true about [the flu vaccine this year]?

- [The flu vaccine is recommended and safe]
- [Knowledge statement #2]
- [Knowledge statement #3]
- [Knowledge statement #4]
- I don't know

Thank you,  
-Airton

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" [redacted] (b)(6)

**Date:** Wednesday, December 9, 2020 at 11:20 AM

**To:** Airton Tatoug Kamdem [redacted] (b)(6) Julia Eisman [redacted] (b)(6)

**Cc:** Michael Sullivan [redacted] (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" [redacted] (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" [redacted] (b)(6) "Averbach, Hallie

(CDC/DDID/NCIRD/OD) (CTR)" [redacted] (b)(6)

**Subject:** RE: RE: Brandlift

Hi Airton,

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480

(b)(6)

Cell (b)(6)

<Final Polling Questions.docx>

<Final Approved OADC Social Media Paid Ads Masking BrandLift.docx>

<20\_321133-H\_Firchow\_Minimalist\_Masking\_Transit.png>

<20\_321133-G\_Firchow\_Minimalist\_Masking\_Ridesharing\_v2-01.png>

<Final Polling Questions.docx>

Obtained by America First Legal Foundation

(b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC)  
(b)(6)

**Subject:** Re: Brandlift

Good morning Kelsey,

Hope the holiday weekend went well, confirming that we are good to go on our own end. Our team is going to begin setting up the study. Would you all be able to begin structuring the campaign *without launching* and provide the corresponding campaign IDs so we can append measurement?

Please note, it is important that the campaign *not* be launched/active prior to launching the study as this allows us to set a holdout.

**-Airton**

Concierge support available [here](#)

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)

**Date:** Wednesday, January 13, 2021 at 11:30 AM

**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Michael Sullivan (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)

**Subject:** RE: Brandlift

That sounds great, thanks.

---

**From:** Airton Tatoug Kamdem (b)(6)

**Sent:** Wednesday, January 13, 2021 11:23 AM

**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC)

(b)(6)

**Subject:** Re: Brandlift

Thanks Kelsey,

That is correct -- we'll proceed with #2 as stated, please note the final question along with a slight grammatical adjustment below.

We'll follow up as soon as we're good to go from our end as well!

2. How important is wearing a mask while riding in vehicles with *others in slowing* the spread of Coronavirus (COVID-19)?

Thank you,

**-Airton**

Concierge support available [here](#)

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Wednesday, January 13, 2021 at 9:56 AM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Michael Sullivan (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: Brandlift

Ok, so the attitude polling question would change from #1 to #2, correct? If so, it is fine to proceed from our end.

1. How important is wearing a mask to prevent the spread of COVID-19?
2. How important is wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

Thanks,  
Kelsey

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Tuesday, January 12, 2021 4:33 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Brandlift

Thank you so much for the continued push here Kelsey and Carol!

As Julia noted, we're sending these through some layers of review on our end as well. If this still aligns with the intent of the question and doesn't further complicate things for you, we're recommending a slight shift to the attitude question to align with a pre-approved format on our end. Does the adjusted format below still capture the intent/goal you had in mind?

**Current version**

**Knowledge:**

Do you agree or disagree that wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

- Strongly agree
- Somewhat agree
- Neutral
- Disagree
- I don't know

**Recommended pre-approved format**

Attitude: How important is wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

1. Very important
2. Somewhat important
3. Barely important
4. Not important
5. I don't know

**-Airton**

Concierge support available [here](#)

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Tuesday, January 12, 2021 at 9:55 AM  
**To:** Julia Eisman (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Michael Sullivan (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: Brandlift

Thanks so much, Julia.

---

**From:** Julia Eisman (b)(6)  
**Sent:** Monday, January 11, 2021 7:59 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Brandlift

Thank you all for the endless push!! I believe we have what we need for next steps on our end.

And wow, Carol... that is incredible that you had to sit through that training!! Definitely brings back some memories. ☐ THANK YOU for running all the traps internally.

We will follow up if we need anything more. We have to put this through a few approvals on our end, and will follow up. Shouldn't take too long but we will keep you posted on timing.

Thanks,  
Julia

On Jan 11, 2021, at 4:59 PM, Schwarz, Kelsey (CDC/OD/OADC) (b)(6) wrote:

Hi Airton,

(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)

**Subject:** Re: RE: Brandlift

Thank you, Kelsey,

Great question, since we're ultimately limited to 3 total questions, you would only be able to leverage one question for the knowledge format.

Depending on what proportion of your ads will cover the message discussed in this question, you could be able to work with this if the message is covered in the vast majority of units, otherwise, if you'd like to continue with the Knowledge question format, it could be worth exploring more general questions or frameworks around the importance of masks in broader contexts that might include some of the common concepts captured or implied in each ads. I have some directional examples below based on your previous inputs with this question format, please let us know if this makes sense.

*Do you agree or disagree that wearing a mask properly (over your mouth & nose) will slow the spread of Coronavirus (COVID-19)?*

*Do you agree or disagree that wearing a mask everywhere outside your home, even if alone, will slow the spread of Coronavirus (COVID-19)?*

Thank you,

-Airton

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)

**Date:** Tuesday, December 22, 2020 at 10:56 AM

**To:** Michael Sullivan (b)(6) Airton Tatoug Kamdem (b)(6)

Julia Eisman (b)(6)

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)"

(b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)

**Subject:** RE: RE: Brandlift

Hi Airton,

Previously I asked if we do a bundle of messages (like the 3 we are proposing on masks), would the same polling questions have to work for every ad in the bundle and you answered that people exposed to our ads should be able to answer our polling questions favorably. That being said, will we have 3 different knowledge questions that match to each individual ad? If we go with the below knowledge question, people who only see our grocery store ad, may not be able to answer the question below correctly, however, it could be used for both the rideshare and public transportation ad.

Do you agree or disagree that wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

- Strongly agree
- Somewhat agree
- Neutral
- Disagree
- I don't know

---

**From:** Michael Sullivan (b)(6)  
**Sent:** Thursday, December 17, 2020 4:10 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Airton Tatoug Kamdem  
(b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC)  
(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** RE: RE: Brandlift

Sorry about the confusion on my end, Kelsey. Our internal teams have approved knowledge questions with incorrect answers as long as we include "do you think"? (It may be worth noting that the CDC's name does not appear in the BL poll.) The POV is that while there could be some risk, this language choice reduces the chance of misinterpreting the question as a statement of fact. However, I completely understand if your teams would prefer not to include inaccurate response.

If only correct answers are preferred, I'd recommend against using the knowledge question. I don't think the results would be worthwhile. An alternative could be to ask about one fact individually like the question below. Otherwise, the attitude and practice question are questions we often sufficient on their own to evaluate effectiveness.

Do you agree or disagree that wearing a mask while riding in vehicles with others will slow the spread of Coronavirus (COVID-19)?

- Strongly agree
- Somewhat agree
- Neutral
- Disagree
- I don't know

I hope this helps.

---

**From:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Sent:** Thursday, December 17, 2020 3:04 PM  
**To:** Michael Sullivan (b)(6) Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC)  
(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** RE: RE: Brandlift

Hi Mike,

Yes, we originally were going with a few incorrect answers for that exact reason, but during internal review we were asked to not include any incorrect answers that could potential perpetuate misinformation. Do you have any suggestions on how to reframe our knowledge question to better measure lift?

Thanks,  
Kelsey

---

**From:** Michael Sullivan (b)(6)  
**Sent:** Thursday, December 17, 2020 2:55 PM  
**To:** Airton Tatoug Kamdem (b)(6) Schwarz, Kelsey (CDC/OD/OADC)  
(b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC)  
(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** RE: RE: Brandlift

Hey all,

Just quickly jumping in re the knowledge question. I'd suggest adding one or two incorrect potential answers. Otherwise, we aren't giving the test much room to measure lift. If all answers are the desired response except "I don't know", then the only potential lift will be in how many fewer people in the test group (that saw the ad) choose I don't know than in the control group. I wouldn't expect a large % to select I don't know in either group.

@Kelsey, has your team encountered any common misperceptions/misinformation that might be good options? Or another answer that would suggest that masks need to be worn less often. Below are couple suggestions, but there may be better options rooted in your team's expertise.

-Mike

- Don't wear at home when family visits
- Only wear in groups larger than 10

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Thursday, December 17, 2020 12:16 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** Re: RE: Brandlift

Hi Kelsey,

Thanks for the note, the format you previously shared (below) actually works well so making sure to include only true statements as part of this format could work here. Please let us know if this makes sense?

Which of the following statements do you think are true about masks?

- Wear over your mouth only
- Wear in public buildings (grocery/retail stores)
- Wear while riding in vehicles with others
- Wear everywhere outside your home, even if alone
- I don't know

Best,  
Kelsey

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Thursday, December 10, 2020 1:45 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** Re: RE: Brandlift

Really good point Kelsey, (b)(4)

(b)(4)

Okay we will review these answers and provide feedback here as soon as possible.

--  
Could we build out a knowledge question more like this –  
Which of the following statements do you think are true about masks?

- Wear over your mouth only
- Wear in public buildings (grocery/retail stores)
- Wear while riding in vehicles with others
- Wear everywhere outside your home, even if alone
- I don't know

Best,  
-Airton

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Thursday, December 10, 2020 at 1:40 PM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Could we build out a knowledge question more like this –  
Which of the following statements do you think are true about masks?

- Wear over your mouth only
- Wear in public buildings (grocery/retail stores)
- Wear while riding in vehicles with others
- Wear everywhere outside your home, even if alone
- I don't know

This way we are including two false statements other than "I don't know". If you have any suggestions or advice based on how other organizations framed these knowledge statements, please let me know.

---

**From:** Schwarz, Kelsey (CDC/OD/OADC)  
**Sent:** Thursday, December 10, 2020 1:27 PM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** RE: RE: Brandlift

Ok, we feel that we will better understand any misconceptions people have about masks if we can have a few wrong answers in the mix. Would you pick 5 at random to include for each poll or would we have to narrow it down to the same 5 for all?

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Thursday, December 10, 2020 1:19 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** Re: RE: Brandlift

Hi Kelsey,

Yes, we're ultimately limited to 5 on these, but if you have additional strong candidates, feel free to throw them in -- never hurts to have options here.

-A

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Thursday, December 10, 2020 at 1:10 PM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Quick question – Can we only have 5 answers for the knowledge section including (b)(4)

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Thursday, December 10, 2020 10:00 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

(b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

Thank you for putting this together – very helpful and it should work well. Two more technical notes to keep in mind on this end before we're good to go with the questions.

- The answers to the knowledge question do have a technical limitation of 50-characters, so where possible it'd be helpful to condense or think through alternative knowledge statements. I included the answers below along with demarcations of where the character limit would currently cut off in red.
- We will ultimately be able to select 3 polling questions including Ad Recall, if you get a chance we'd love to also get a sense of how you'd rank each of these selected polls as they align with your learning objectives so we have a good sense of how to prioritize.

--

**Knowledge Polling Format:**

Which of the following statements do you think are true about masks?

- Masks, when worn over mouth and nose, are effective at slowing the spread of COVID-19
- Masks should be worn when you grocery shop
- Masks should be worn when you use a rideshare service
- Masks should be worn when you are on public transit
- I don't know

Thank you,

-Airton

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)

**Date:** Wednesday, December 9, 2020 at 3:12 PM

**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)

**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie

(CDC/DDID/NCIRD/OD) (CTR)" (b)(6)

**Subject:** RE: RE: Brandlift

Hi Airton,

Our suggested polling questions are below. Let me know if these work.

**Ad Recall Polling Format:**

Do you recall seeing an ad about masks online or on mobile device in the past 2 days?

- Yes
- No
- Not sure

**Attitude Polling Format:**

How important is wearing a mask to prevent the spread of COVID-19?

- Very important (DR)
- Somewhat important (DR)
- Somewhat unimportant
- Very unimportant
- I don't know / not relevant to me

**Action Intent/Behavior Polling Format:**

How likely are you **wear a mask when you are out in public?**

- Very likely (DR)
- Somewhat likely (DR)
- Somewhat unlikely
- Very unlikely
- I don't know / I already got vaccinated

**Knowledge Polling Format:**

Which of the following statements do you think are true about **masks?**

- **Masks, when worn over mouth and nose, are effective at slowing the spread of COVID-19**
- **Masks should be worn when you grocery shop**
- **Masks should be worn when you use a rideshare service**
- **Masks should be worn when you are on public transit**
- I don't know

Thanks,  
Kelsey

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Wednesday, December 9, 2020 2:33 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** Re: RE: Brandlift

Thank you Kelsey,

Based on this context, we can certainly look at using this test to measure any shifts in knowledge and action/behavior intent within your audiences. Below I've highlighted a few polling questions designed around the flu vaccine this year. The org names and messages in the brackets are interchangeable so you can fill in anything about wearing masks, social distancing or any other key messages you'd want to push and better understand. Would you be able to adapt these formats to the message(s) you're hoping to get deeper insight into? Once you have some of these initial focus points we can work to finalize.

**Ad Recall Polling Format:**

Do you recall seeing an ad from [ORG NAME] online or on mobile device in the past 2 days?

- Yes
- No
- Not sure

**Attitude Polling Format:**

How important is [getting the flu vaccine this year]?

- Very important (DR)
- Somewhat important (DR)
- Somewhat unimportant
- Very unimportant
- I don't know / not relevant to me

**Action Intent/Behavior Polling Format:**

How likely are you [to get the flu vaccine this year]?

- Very likely (DR)
- Somewhat likely (DR)
- Somewhat unlikely
- Very unlikely
- I don't know / I already got vaccinated

**Knowledge Polling Format:**

Which of the following statements do you think are true about [the flu vaccine this year]?

- [The flu vaccine is recommended and safe]
- [Knowledge statement #2]
- [Knowledge statement #3]
- [Knowledge statement #4]
- I don't know

Thank you,

-Airton

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" [redacted] (b)(6)

**Date:** Wednesday, December 9, 2020 at 11:20 AM

**To:** Airton Tatoug Kamdem [redacted] (b)(6) Julia Eisman [redacted] (b)(6)

**Cc:** Michael Sullivan [redacted] (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" [redacted] (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" [redacted] (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" [redacted] (b)(6)

**Subject:** RE: RE: Brandlift

Hi Airton,

For the Brandlift, we would like to find out what knowledge is gained from our messaging and how likely someone is to practice the behavior (wearing a mask) after seeing our messaging. Overall, we want this project to help us determine if our campaign is working and where adjustments should be made.

Thanks,

Kelsey

---

**From:** Airton Tatoug Kamdem [redacted] (b)(6)

**Sent:** Tuesday, December 8, 2020 10:51 PM

**To:** Schwarz, Kelsey (CDC/OD/OADC) [redacted] (b)(6) Julia Eisman [redacted] (b)(6)

**Cc:** Michael Sullivan [redacted] (b)(6) Dempsey, Jay H. (CDC/OD/OADC) [redacted] (b)(6) Crawford,

Carol Y. (CDC/OD/OADC) [redacted] (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6)

**Subject:** Re: Brandlift

Carol,

Great to hear from you, and yes absolutely would love to meet on this. Let me know if any of the avails below work:

- Thursday (tomorrow): 12-1pm, 5-5:30pm
- Friday: 1-1:30pm, 2-3pm
- Monday: 12-1:30pm, 2-2:30pm, 3-3:30pm

Thanks!

Julia

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**From:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)

**Date:** Wednesday, October 28, 2020 at 1:40 PM

**To:** Julia Eisman (b)(6)

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)

**Subject:** Brandlift

Julia – We would like to finally follow up on this. We've had some staff look at the materials you sent but I think it would help for us to meet with you and discuss some ideas we have. Is the offer still open? ☐

Thanks!

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480

(b)(6)

Cell: (b)(6)

<Final Polling Questions.docx>

<Final Approved OADC Social Media Paid Ads Masking BrandLift.docx>

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<20\_321133-G\_Firchow\_Minimalist\_Masking\_Ridesharing\_v2-01.png>

<Final Polling Questions.docx>

**From:** Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP)  
**Sent:** Fri, 19 Mar 2021 00:24:43 +0000  
**To:** (b)(6) Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); (b)(6)  
(b)(6) (b)(6)  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Stephanie Bousheri; Liz Lagone; (b)(6) Kolis, Jessica (CDC/DDPHSIS/CGH/GID)  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC

Hi Facebook team,

I apologize that my sound cut out on the call today! It was great to hear you present on your excellent work.

In terms of understanding and building vaccine confidence – what would be incredibly helpful to our team is if you had the vaccine willingness variables and perceived barriers to vaccination variables segmented by county, or even by state. We have had an incredibly hard time getting granular data at this level and this would be so useful to our mapping efforts and our Insights Reports – as well as understanding the local factors working together to impact vaccine confidence. In both our mapping efforts and Insights Reports we use multiple data sources to better understand the factors currently affecting vaccine confidence and uptake. Our funded states and jurisdictions would be so happy and eager for this data as well!

Do you think such segmentation is possible? How often does your data refresh? Are all your vaccine confidence data indicators asked the same way at each wave of data collection?

Kindest regards and look forward to hearing your thoughts,  
Kate

Kate Brookmeyer, Ph.D.  
Behavioral Scientist

Vaccinate with Confidence Team | Insights Unit  
Vaccine Task Force | Chief Medical Office  
Centers for Disease Control and Prevention  
Mobile: (b)(6)

Division of STD Prevention  
National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention  
Centers for Disease Control and Prevention  
Work: +1.404.639.8058

-----Original Appointment-----

**From:** (b)(6) (b)(6)  
**Sent:** Tuesday, March 16, 2021 10:43 AM  
**To:** (b)(6) Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); (b)(6) (b)(6) (b)(6)  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Stephanie Bousheri; Liz Lagone;

Best,

Payton

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**From:** Carol Crawford (b)(6)  
**Date:** Wednesday, April 28, 2021 at 2:32 PM  
**To:** Payton Itheme (b)(6)  
**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6)  
"Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: CDC "Guides" and this week's meeting

+Jay to weigh in on that guide. I think he'll have latest info. I think it would be great to get that kind of promotion on it – thanks for offering.

I still hope to get you some health equity info...but agree we can pull down meeting tomorrow.

Are you being asked by WH to do anything on vaccine.gov/vaccinefinder? If so, can you share any plans in a nutshell via e-mail?

---

**From:** Payton Itheme (b)(6)  
**Sent:** Wednesday, April 28, 2021 1:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6)  
**Subject:** CDC "Guides" and this week's meeting

Hi Carol,

We wanted to flag a couple of items for you this week.

**Instagram Guides Promotion Opportunity:** Our Instagram team is looking to run a promotion to amplify vaccine-related Instagram Guides. We saw that the CDC has a great one on its feed  
<https://www.instagram.com/cdcgov/guide/covid-19-vaccines/18186825229053919/>.

The team is planning to launch an in-feed promotion of the Guides on Monday. It would run for three weeks, and the anticipated reach is 60-80% of people in the US on Instagram.

We wanted to know if the Guide above is up-to-date (or if you'd be willing to update it if needed) and if it is something we can include in the promotion? Happy to discuss further if this is something you may be interested in or if you have any questions.

We can discuss more tomorrow on our weekly if you'd like. Otherwise, unless you have additional topics to cover on your end, we could pull down tomorrow's meeting to give back time. Let us know what you think.

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**Sent:** Wednesday, April 28, 2021 1:10 PM  
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**Cc:** Genelle Adrien (b)(6); Chelsey Lepage (b)(6)  
**Subject:** CDC "Guides" and this week's meeting

Hi Carol,

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We can discuss more tomorrow on our weekly if you'd like. Otherwise, unless you have additional topics to cover on your end, we could pull down tomorrow's meeting to give back time. Let us know what you think.

Also, FYI we are hoping for an update on our COVID-19 misinfo reporting, but that is not ready for this week. Just wanted to make sure we updated you on that.

Best,

Payton

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 31 Mar 2021 18:23:11 +0000  
**To:** Payton Iheme  
**Subject:** RE: This week's meeting

Got it, thanks.

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**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, March 31, 2021 2:18 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: This week's meeting

Hi Carol,

We are working on a proposal of how set up sharing partnership on the misinform items...what it would look like.... so we can discuss Thursday.  
Lots of team members out the last two weeks due to all the holidays, but that is the plan so we can discuss on the Thursday call.

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**From:** Carol Crawford (b)(6)  
**Date:** Wednesday, March 31, 2021 at 2:07 PM  
**To:** Payton Iheme (b)(6)  
**Subject:** RE: This week's meeting

Can you explain what you originally meant when you said this "will know in a few hours (I am told if we have a plan to present for Census Thursday or if it needs more work)". I'm still a bit confused.

But here is what Census mentioned that they would like to discuss:

- It looks like the posts from last week's deck about infertility and side effects have all been removed. Were those re-evaluated by the moderation team or taken down for another reason?
- One of the main themes we're seeing and from the CrowdTangle report is local news coverage of deaths after receiving the vaccine. What's the approach for adding labels to those stories?
  - [Example: No label](#)
  - [Example: Label that links to WHO](#)
- Can we add the Census team to CrowdTangle?
- How should we best engage regularly going forward on the Census/CDC reports.

Thanks.

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**From:** Payton Iheme (b)(6)  
**Sent:** Tuesday, March 30, 2021 7:46 PM