

From: Liz Lagone
Sent: Tue, 2 Nov 2021 17:22:05 +0000
To: Crawford, Carol Y. (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Nordlund, Kristen (CDC/DDID/NCIRD/OD); Gordon, Stephanie (CDC/OD/OADC)
Cc: Carrie Adams
Subject: New Claims & Policy updates following EAU authorization for 5-11 yearlds

Hi Carol, Kristen, and team!

Kristen, thanks so much for confirming the ability for the claims in question last week having the risk of causing vaccine refusals. And thank you all so much for your input over the last week on our many questions about vaccine misinformation relative to the EUA.

I wanted to share that as a result of our work together, when the FDA gave emergency use authorization to the Pfizer vaccine for children last week, we immediately updated our policies globally to remove additional false claims about the COVID-19 vaccine for children (e.g. "the COVID vaccine is not safe for kids"). We also launched a new feature on Instagram, where accounts that repeatedly post content that violates our policies on COVID-19 or vaccine misinformation may now lose the ability to be tagged or mentioned or may see pop-ups asking if they'd like to delete certain posts that may violate our policies.

As part of our regular monitoring of new claims about vaccines prevalent on our platform, **we have identified a number of additional claims we would like to get your team's assessment on (apologies this is coming so quickly after the last round that were specific to the EUA's timing!). Would it at all be possible to get input by Monday, November 8th?**

For each of the following new claims, which we've recently identified on the platform, **can you please tell us if:**

1. **The claim is false; and**
2. **If believed, could this claim contribute to vaccine refusals?**

Please let me know if you have any questions or concerns, and otherwise thank you so much in advance for your help!

Best,
Liz

Claims about COVID-19 vaccines

1. **COVID-19 vaccines weaken the immune system**
 - a. Is this false?
 - b. Could this lead to vaccine refusals?
2. **COVID-19 vaccines alter blood color/the blood of people who have been vaccinated appears different from the blood of people who have not been vaccinated.**
 - a. Is this false?

- b. Could this lead to vaccine refusals?
3. **COVID-19 vaccines cause autoimmune diseases**
- a. Is this false?
- b. Could this lead to vaccine refusals?
4. **Antibody-dependent enhancement (ADE) is a side-effect of COVID-19 vaccines**
- a. Is this false?
- b. Could this lead to vaccine refusals?
5. **COVID-19 vaccines cause acquired immunodeficiency syndrome (AIDS)**
- a. Is this false?
- b. Could this lead to vaccine refusals?
6. **Breast milk from a vaccinated parent is harmful to babies/children**
- a. Is this false?
- b. Could this lead to vaccine refusals?
7. **COVID vaccine causes multisystem inflammatory syndrome in children (MIS-C)**
- a. Is this false?
- b. Could this lead to vaccine refusals?

Claims about all vaccines

1. **Vaccines are not effective in preventing diseases for which vaccines exist, or in reducing the risk of illness or mortality from vaccine-preventable diseases.**
- a. Is this false for all approved vaccines?
- b. Could this lead to vaccine refusals?
2. **Acquiring a vaccine-preventable disease cannot cause death.**
- a. Is this false?
- b. Could this lead to vaccine refusals?
3. **Vitamins and minerals (either derived from natural sources or supplements) are as effective as vaccines in preventing diseases for which vaccines exist.**
- a. Is this false for all approved vaccines?
- b. Could this lead to vaccine refusals?



Liz Lagone (she/her)
Health & Well-Being Policy
[Meta](#)

From: Carrie Adams
Sent: Thu, 20 May 2021 16:50:01 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: Payton Iheme
Subject: Re: Add a name: RE: CV19 misinfo reporting channel
Attachments: CDC-Onboarding-Deck.pdf, CDC_-How-to-report-through-Facebook-Government-Casework-Channel-1.pdf

Trying the PDF again – looks like it didn't attach.

From: Carrie Adams (b)(6)
Date: Thursday, May 20, 2021 at 12:49 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6)
Subject: Re: Add a name: RE: CV19 misinfo reporting channel

Hi Carol--

Attached is a PDF of our onboarding slides should you need to review as well as a how to guid.

In speaking with our technical teams, we think it's best for both Census and CDC to have an email alias / shared inbox that staff have access to for reporting – so that Census can have appropriate access to Covid portal as well.

If you have any questions about that, please do let us know!

CA

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Wednesday, May 19, 2021 at 12:38 PM
To: Carrie Adams (b)(6)
Subject: Add a name: RE: CV19 misinfo reporting channel

Please add Brooke to system access. (b)(6)

From: Carrie Adams (b)(6)
Sent: Wednesday, May 12, 2021 11:21 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Payton Iheme (b)(6)
Subject: Re: CV19 misinfo reporting channel

Sure can.

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Wednesday, May 12, 2021 at 11:19 AM

To: Carrie Adams (b)(6) Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: RE: CV19 misinfo reporting channel

Ok, I'll send the appt and get a zoom. Then you can add on your folks.

From: Carrie Adams (b)(6)
Sent: Wednesday, May 12, 2021 11:06 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: Re: CV19 misinfo reporting channel

Apologies for the bumpy transition with Genelle out – do you all have a zoomgov requirement? And if so, would you hold the calendar invite for this? Or does Census?

From: Carrie Adams (b)(6)
Date: Wednesday, May 12, 2021 at 10:51 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: Re: CV19 misinfo reporting channel

Great! Thank you!

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Wednesday, May 12, 2021 at 10:50 AM
To: Carrie Adams (b)(6) Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: RE: CV19 misinfo reporting channel

Sorry, didn't realize you were awaiting a respond to your explanation. That time still works. Thanks!

But re-looking at this list, please only include these people as we've had change over since we started the chain:

(b)(6)

From: Carrie Adams (b)(6)
Sent: Wednesday, May 12, 2021 10:19 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6); Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: Re: CV19 misinfo reporting channel

Bumping this calendar thread

From: Carrie Adams (b)(6)
Date: Monday, May 10, 2021 at 4:51 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6); Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: Re: CV19 misinfo reporting channel

This would be for onboarding your teams to the misinfo casework / reporting channel

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Monday, May 10, 2021 at 4:04 PM
To: Carrie Adams (b)(6); Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: RE: CV19 misinfo reporting channel

Time is good. I did ask Genelle this embarrassing question. I had it in my head this was for Crowd Tangle. But on Thursday she explained it is for something else. Well, I didn't write it down and I'm honestly not sure what this is for. Sorry!

From: Carrie Adams (b)(6)
Sent: Monday, May 10, 2021 4:01 PM
To: Payton Iheme (b)(6); Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Genelle Adrien (b)(6)
Subject: Re: CV19 misinfo reporting channel

Thanks, Payton.
So nice to meet you, Carol.

Look likes Wednesday the 19th 12-1pm option works best for our folks.
Does that option still work for your side?

CA

From: Payton Iheme (b)(6)
Date: Monday, May 10, 2021 at 3:28 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6); Carrie Adams (b)(6)

Cc: Genelle Adrien (b)(6)
Subject: Re: CV19 misinfo reporting channel

Hi Carol,

Genelle just went (b)(6) We are very excited for her and (b)(6)
As such, we didn't want you to be surprised that Carrie will pick up on the threads where Genelle was leading starting today.

That will include this one with scheduling training for the government case work project.

Best,

Payton

From: Carol Crawford (b)(6)
Date: Monday, May 10, 2021 at 12:25 PM
To: Genelle Adrien (b)(6)
Cc: Payton IHEME (b)(6) Carrie Adams (b)(6)
Subject: RE: CV19 misinfo reporting channel

I'm so sorry – I'm out all day May 17 (b)(6) can we pick another one? My fault!

From: Genelle Adrien (b)(6)
Sent: Friday, May 7, 2021 11:27 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton IHEME (b)(6) Carrie Adams (b)(6)
Subject: Re: CV19 misinfo reporting channel

Hi Carol – Following up from our meeting yesterday. It looks like Monday, May 17th at 12:00pm will work for onboarding meeting. The overlaps with your standing Census meeting you mentioned. We will plan to invite the email addresses below (those being onboarded).

Please let me know if any flags on your end.

Best,
Genelle



Genelle Quarles Adrien
Politics & Government Outreach

e: (b)(6) | w: (b)(6)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Tuesday, April 27, 2021 at 11:21 AM

To: Genelle Adrien (b)(6)
Cc: Payton Iheme (b)(6) Carrie Adams (b)(6)
Subject: RE: CV19 misinfo reporting channel

Ugh, so sorry I missed this. It looks correct but I think so might have access already, but not sure.

From: Genelle Adrien (b)(6)
Sent: Tuesday, April 27, 2021 11:05 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6) Carrie Adams (b)(6)
Subject: Re: CV19 misinfo reporting channel

Hi Carol – Hope the week is off to a good start. I wanted to bump this and see if you had any edits/additions to the onboarding list below.

Let us know if you have any questions.

Best,
Genelle

From: Genelle Adrien (b)(6)
Date: Tuesday, April 13, 2021 at 3:50 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: CV19 misinfo reporting channel

Hi Carol – Hope the week is off to a good start. We're working to get our COVID-19 misinfo channel up for CDC and Census colleagues. Could you kindly confirm if the below emails are correct for onboarding to the reporting channel and if there are others you'd like to include?

Please let me know if you have any questions.

Thank you!
Genelle



CDC Onboarding

May 19th, 2021



Obtained by America First Legal Foundation through litigation

Facebook Content Request System

Government Reporting System



Obtained by America First Legal Foundation through litigation

I II III IV V

Introduction to CRS

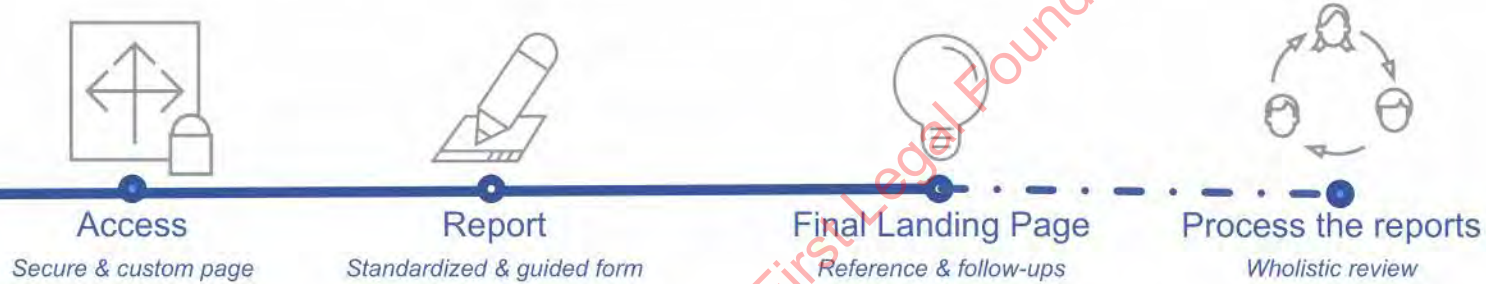
Obtained by America First Legal Foundation through litigation.

Facebook Content Request System (CRS)



Obtained by America First Legal Foundation through litigation

End-to-end workflow



Government requests

Facebook processes

Obtained by America First Legal Foundation through litigation

I III III IV V

Demo: govt user experience

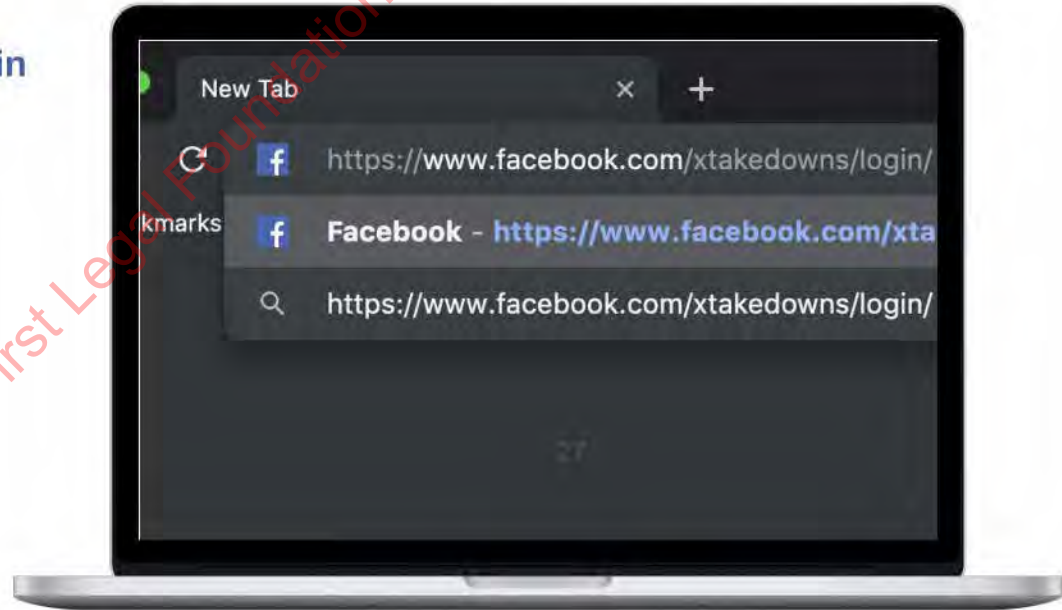
Obtained by America First Legal Foundation through litigation.

1/3 Access to Facebook CRS: security

Obtained by America First Legal Foundation through litigation

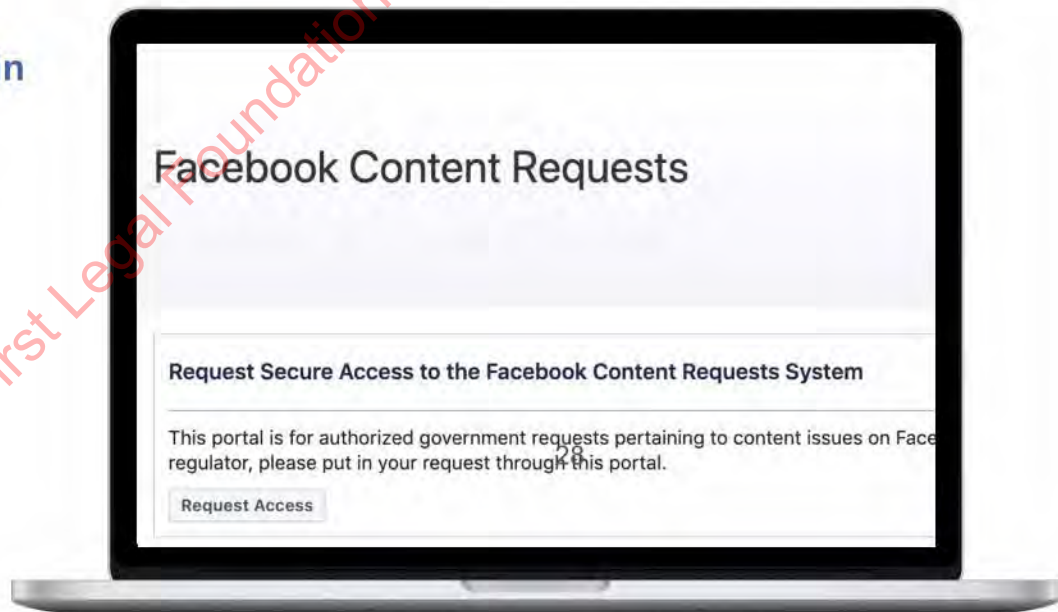
Access to CRS: security

1. Open up your browser and type www.facebook.com/xtakedowns/login



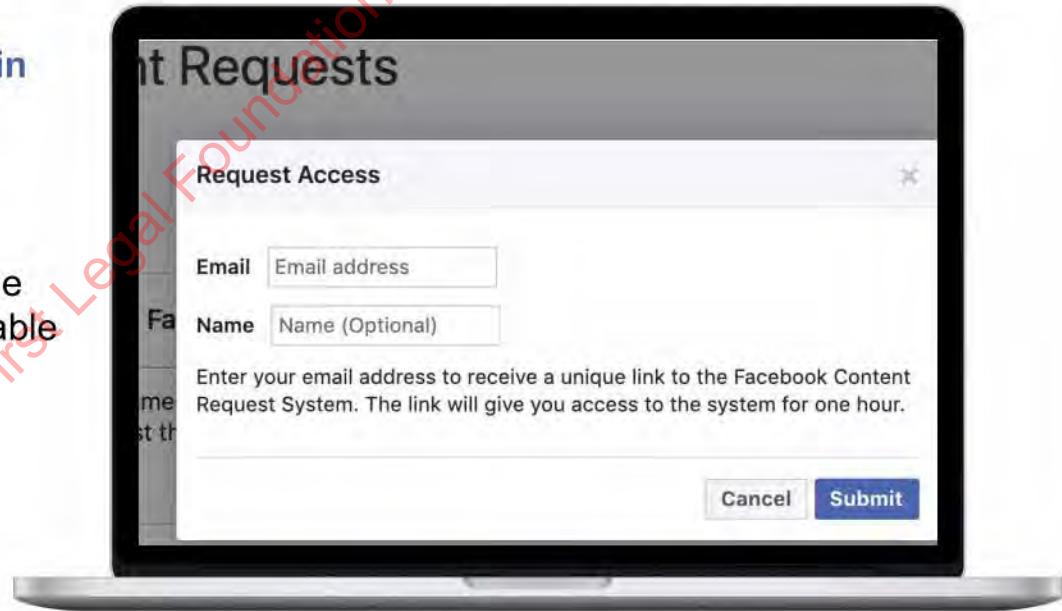
Access to CRS: security

1. Open up your browser and type www.facebook.com/xtakedowns/login
2. Click **Request Access**



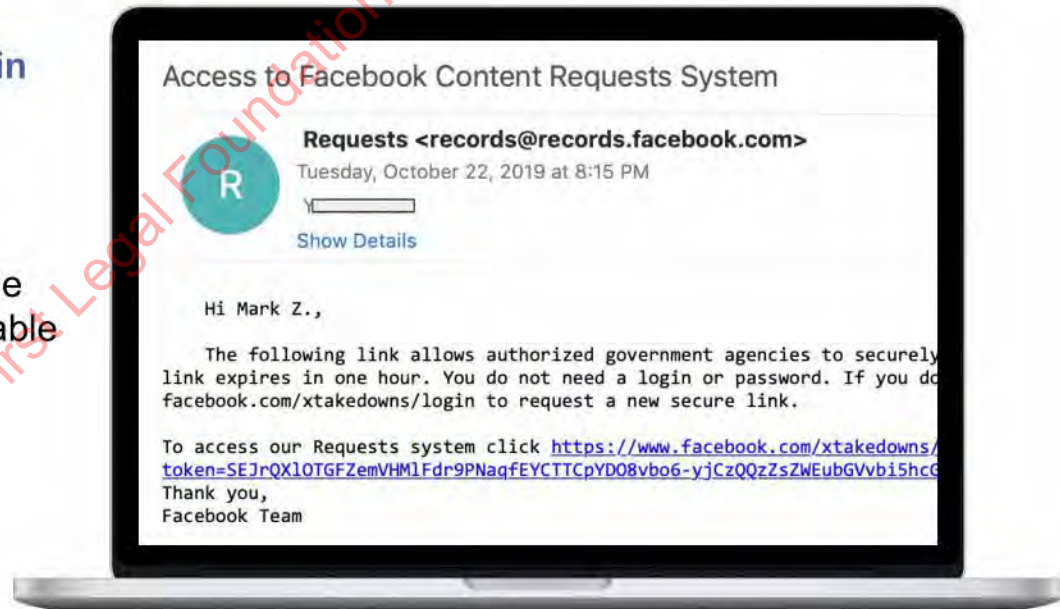
Access to CRS: security

1. Open up your browser and type www.facebook.com/xtakedowns/login
2. Click **Request Access**
3. Input **the email address** that we onboarded with
- 3.a **Name (optional)** will be used for the email that we will send with the disposable link



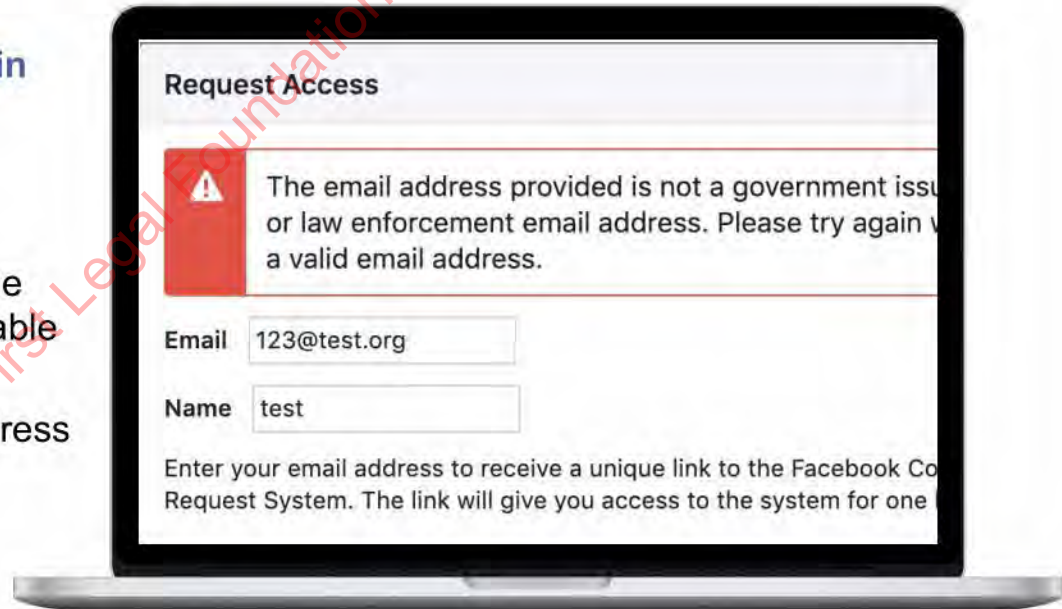
Access to CRS: security

1. Open up your browser and type www.facebook.com/xtakedowns/login
2. Click **Request Access**
3. Input **the email address** that we onboarded with
- 3.a **Name (optional)** will be used for the email that we will send with the disposable link



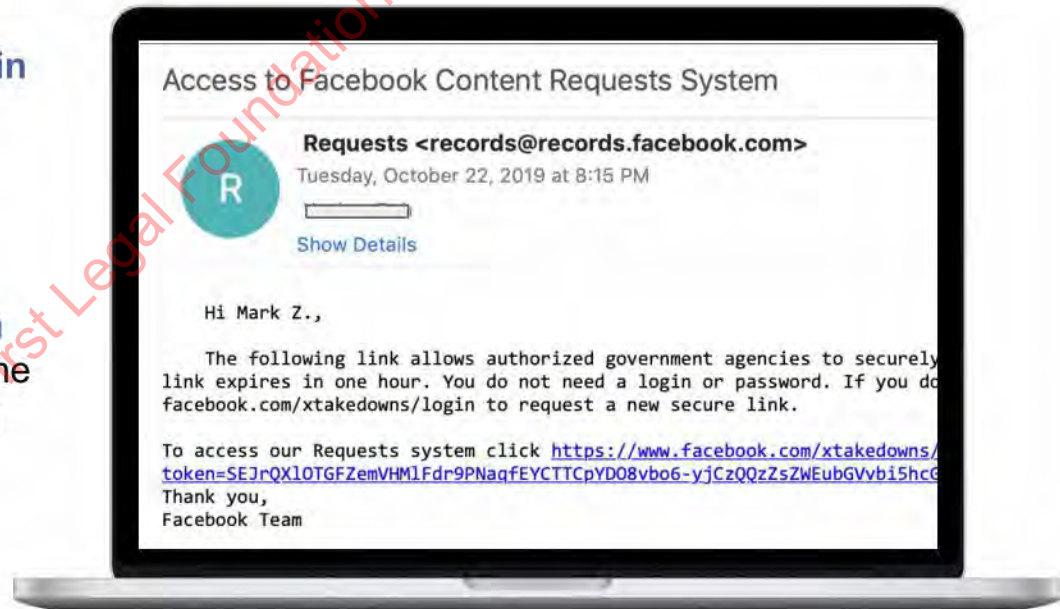
Access to CRS: security

1. Open up your browser and type www.facebook.com/xtakedowns/login
2. Click **Request Access**
3. Input **the email address** that we onboarded with
 - 3.a **Name (optional)** will be used for the email that we will send with the disposable link
 - 3.b Error message: incorrect email address for the onboarded agency



Access to CRS: security

1. Open up your browser and type www.facebook.com/xtakedowns/login
2. Click **Request Access**
3. Input **the email address** that we onboarded with
4. Open an email titled **Access to Facebook Content Requests System** and follow the secure link provided in the email body. Please note that this link is valid only for an hour.



2/3 Report through CRS: Standardization

Obtained by America First Legal Foundation through litigation

Report through CRS: standardization

5. Reason for reporting



Facebook Content Requests: CDC

This is a contact form for authorized government agencies. If you person who originally onboarded your agency.

Reason for Reporting:

- Covid Misinformation
- Vaccine Discouragement
- Covid Vaccine Misinformation

Report through CRS: standardization

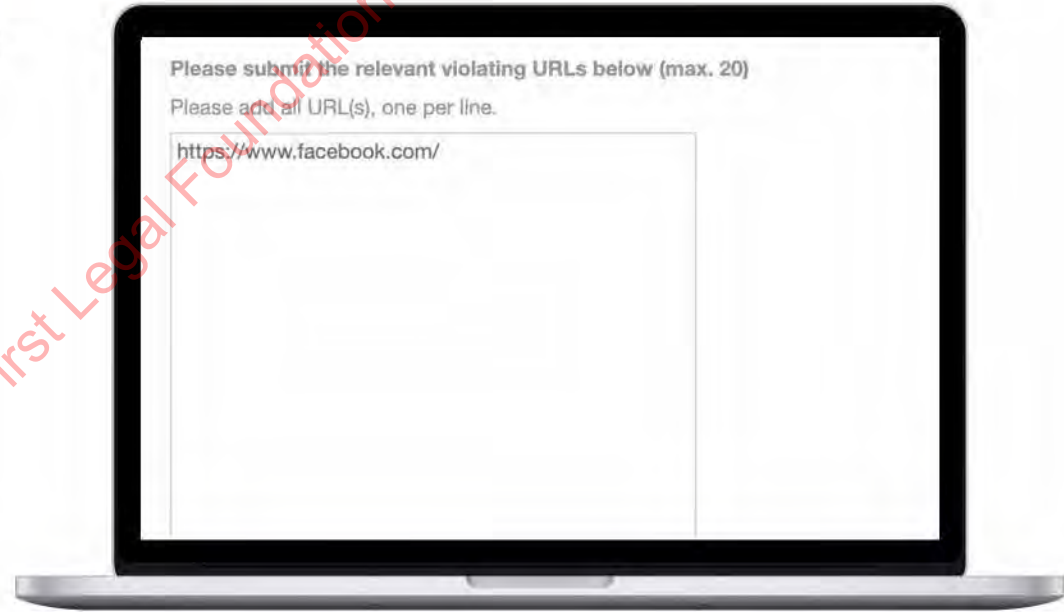
5. Reason for reporting

Covid & Vaccine Misinformation



Report through CRS: standardization

6. Please submit the relevant violating URLs below (max.20)



Please submit the relevant violating URLs below (max. 20)
Please add all URL(s), one per line.

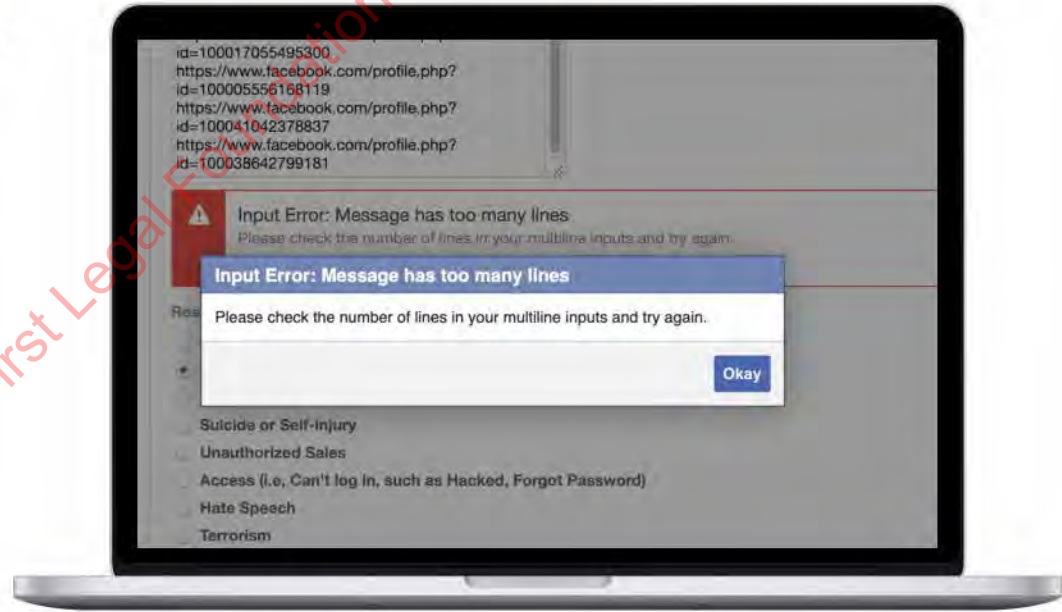
`https://www.facebook.com/`

The image shows a laptop screen with a form for submitting violating URLs. The form has a title "Please submit the relevant violating URLs below (max. 20)" and a subtitle "Please add all URL(s), one per line." Below the subtitle is a text input field containing the URL "https://www.facebook.com/". The laptop is shown from a slightly elevated angle, and the screen is the central focus.

Report through CRS: standardization

6. Please submit the relevant violating URLs below (max.20)

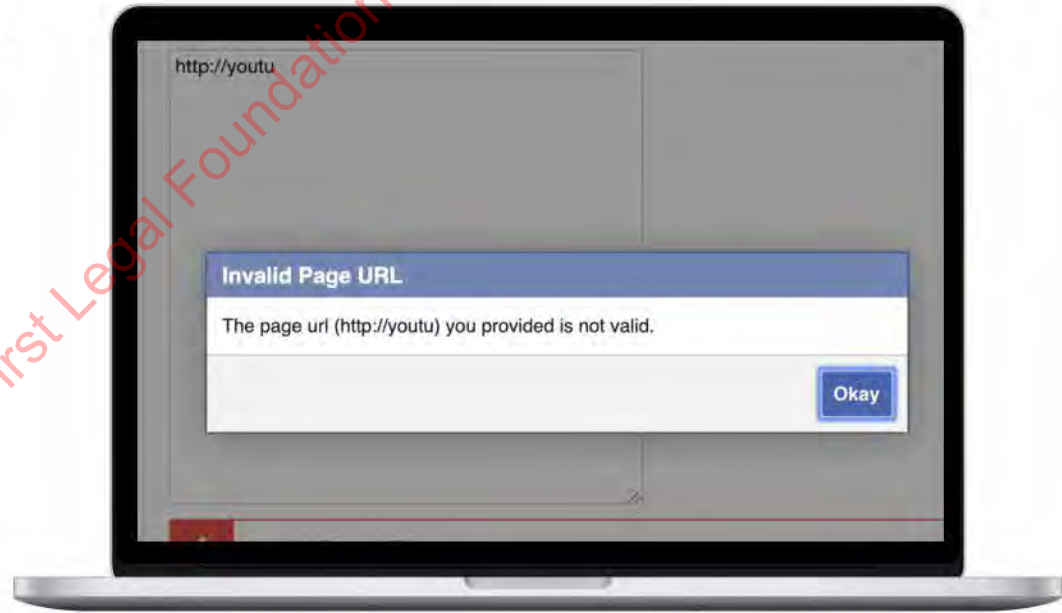
6.a Error Message (over 20 links)



Report through CRS: standardization

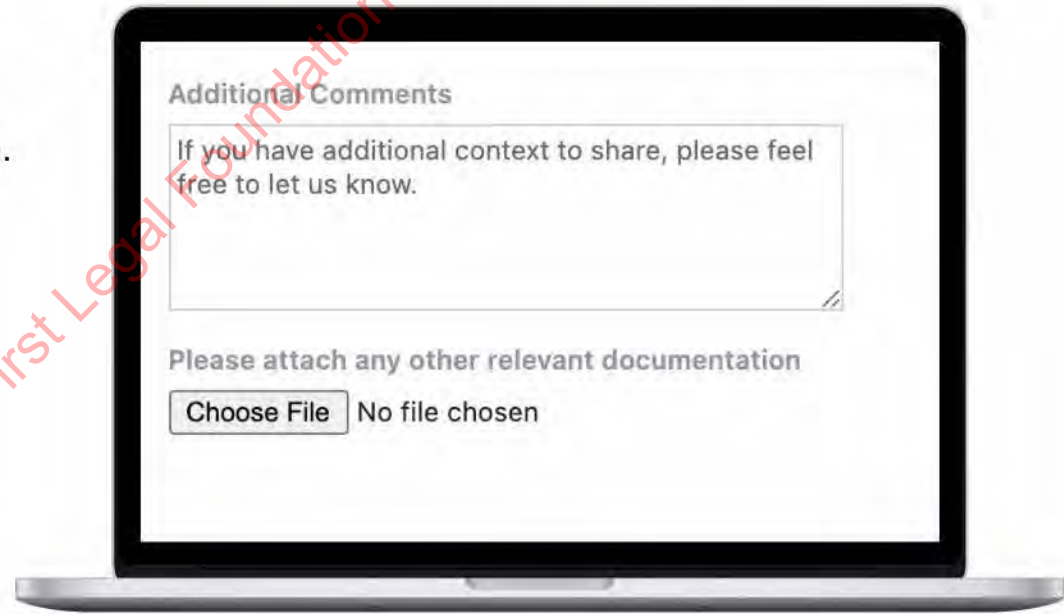
6. Please submit the relevant violating URLs below (max.20)

6.b Error Message (invalid URLs)



Report through CRS: standardization

7. [Optional] Additional Comments
8. [Optional] Please attach any other relevant screenshots or documentation.



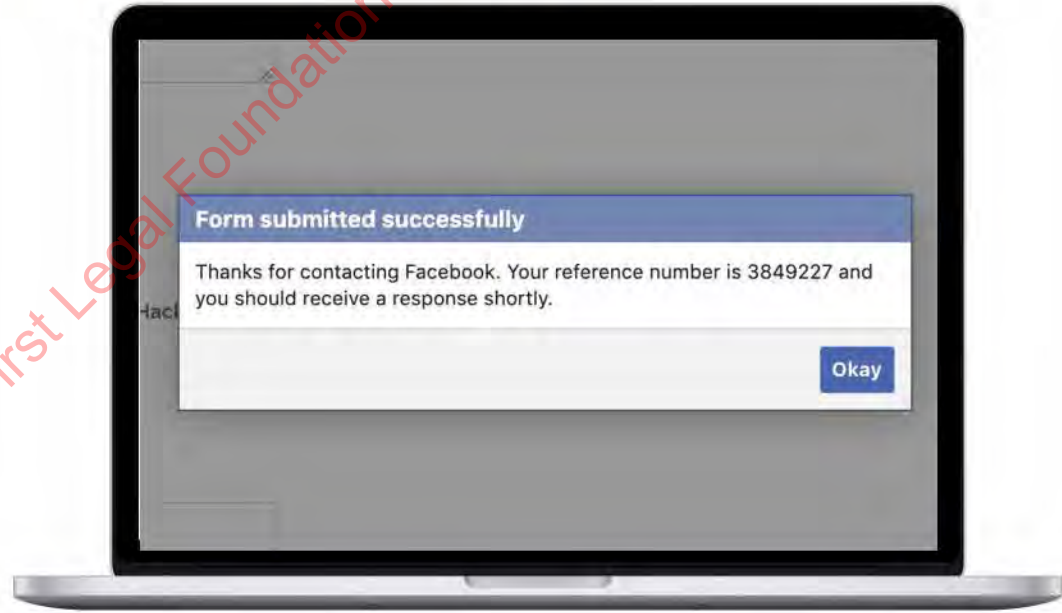
The image shows a laptop screen with a form. The form has two main sections. The first section is titled 'Additional Comments' and contains a text area with the instruction: 'If you have additional context to share, please feel free to let us know.' The second section is titled 'Please attach any other relevant documentation' and features a file upload button labeled 'Choose File' and the text 'No file chosen'.

3/3 Final landing page: Transparency

Obtained by America First Legal Foundation through litigation

Final landing page: transparency

- 9. Reference number
- 10. Facebook Help Center



Final landing page: transparency

9. Reference number
10. Facebook Help Center



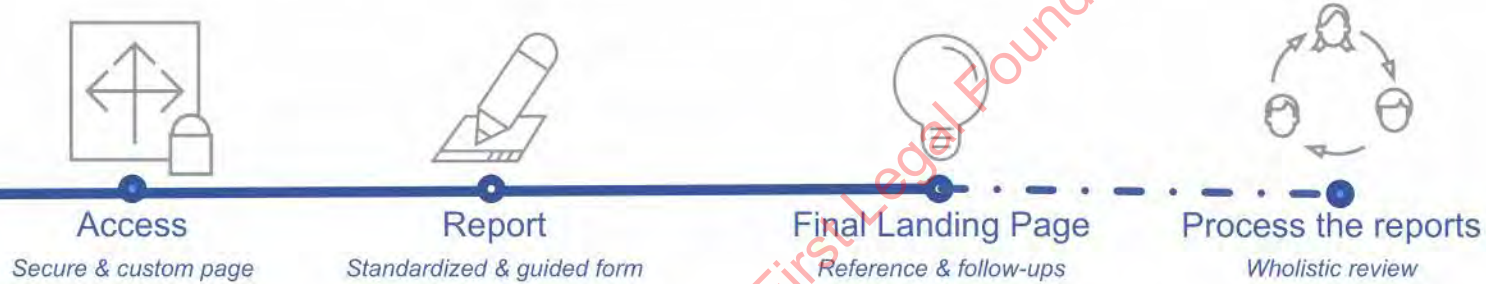
Final landing page: transparency

9. Reference number

10. Facebook Help Center



End-to-end workflow



Government requests

Facebook processes

Obtained by America First Legal Foundation through litigation

Thank you

Obtained by America First Legal Foundation through litigation

How to report through Facebook Government Casework Channel?

Our reporting system consists of three stages: authentication portal, reporting form, and final landing page.

1. Authentication portal

- a. Request access (log in to the portal) through our portal <https://www.facebook.com/xtakedowns/login/>
- b. Upon successful authentication, a disposable link will be generated and sent to the email address used for the authentication. The optional name field can be used for identifying each authentication when the email address is shared by multiple officials.

2. Reporting form

- a. The disposable link that's obtained upon authenticating through the portal leads to a reporting form. It consists of reporting reasons, a field for violating URLs, optional comment field, and attachment.
- b. Indicate the reason for reporting by selecting the listed reasons: Political Advertisements, Harassment, Hate Speech, Voter Interference, Other. Upon selecting the reason, it will guide you with specific requirements to process the request.
- c. Add relevant violating URLs one per line. Please make sure you submit only advertisement links when you are reporting 'Political Advertisements'.
- d. If the URL is not valid, an error message will pop up to indicate that invalid URLs have been added. Should you have more than 20 URLs to report, please file another report.
- e. If you have any additional context to share, please use the optional field to add any comment and/or attachment option.

3. Final landing page

- a. Upon submitting the report, a reference number appears before being redirected to the landing page.
- b. Final landing page is our help center that has a variety of resources such as policies and frequently asked questions.
- c. A confirmation email with the same reference number will be sent to the email address used for authentication.

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Thu, 20 May 2021 12:59:38 +0000
To: Payton Iheme
Subject: RE: Agenda item for CDC call this week

Thank you for this additional info. I have these folks joining:

- Census team members
- Cynthia Jorgenson – Director of Comms for NCIRD (where Vaccines lives) & our Joint Information Center Co-Lead
- Rosie Bretthauer-Mueller and (b)(6) They are the co-leads for consumer vaccine content development

There may be some facts we have to get back to the group on after the meeting as I'm not going to have a SME join.

Talk to you later! Zoom worked yesterday so fingers crossed same today.

From: Payton Iheme (b)(6)
Sent: Wednesday, May 19, 2021 4:19 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>
Subject: Re: Agenda item for CDC call this week

Hi Carol,

To help with scoping on your end for Thursday...here are some of the COVID content items that Liz will be flagging for you/CDC team:

1. **It is not safe for women on their period to take the COVID-19 vaccine**
2. **Being around people who were vaccinated with the COVID-19 vaccine causes side effects**
 - a. Specifically, we have seen content claiming side effects such as menstrual cycle changes (already [debunked by CDC](#)) but also miscarriages, blood clotting, bleeding, bruising, general sickness
3. **COVID-19 vaccines causing magnetism**
 - a. Some of the content we are seeing (simultaneously claiming COVID vaccines contain microchips) would already be violating, but we are looking for input on the broader claim
4. **Face masks contain harmful nano worms or harmful particles**
5. **COVID-19 vaccines cause Alzheimer's**
6. **COVID-19 vaccines cause Prion's disease**
7. **COVID-19 vaccines cause a cytokine storm**

- a. We already got WHO's input on this (inconclusive) so would be good to have CDC input
8. **COVID-19 vaccines cause bell's palsy**
 - a. We already got WHO's input on this (inconclusive) so would be good to have CDC input
9. **COVID-19 has 99.96% survival rate**
 - a. We are seeing content with rumours around mortality/survival rates, would be good to get CDC/WHO input
10. **People who are receiving COVID-19 vaccines are subject to medical experiments**
11. *Is the claim "COVID-19 is man-made" false, unproven, unsupported by evidence, or true?*
12. **12. COVID-19 vaccines cause erectile dysfunction**

Best,

Payton

From: Carol Crawford (b)(6)
Date: Tuesday, May 18, 2021 at 8:27 AM
To: Payton Iheme (b)(6) >
Subject: RE: Agenda item for CDC call this week

Thanks for heads up. I'm going to include Cynthia Jorgenson again (and possibly some others).

From: Payton Iheme (b)(6)
Sent: Tuesday, May 18, 2021 8:17 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Subject: Fwd: Agenda item for CDC call this week

Hi Carol,

Liz Lagone has an agenda item for Thursday. Sending in advance as you may have others you need to invite.

Original request from our health policy team:

Hey Payton, thanks for giving me some of the agenda this week with CDC! I'm excited to get into some policy stuff with them.

Our Content Policies are intended to be global, and to evolve with changes in the external environment and online speech. They determine what content we may remove or reduce and inform. Something we're thinking about right now is whether our policies on COVID-19 and vaccines continue to be in the right place in the U.S. given rising rates of vaccination and recent changes to mask mandates. Specifically, we currently remove false claims about face masks; we would love to discuss with them

whether there is still a high risk of harm from mask misinformation. If time permits, we'd love to additionally explore relative harm and other types of misinformation as well, such as false claims about the efficacy of social distancing or the existence of COVID-19, given the changing environment in the U.S.

Thanks so much,

Liz

--

Liz Lagone | Health & Well-Being Policy

FACEBOOK

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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](#)

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.

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

Best,
Airton

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

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

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

(b)(5) 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

From: Payton Iheme
Sent: Fri, 30 Apr 2021 01:42:35 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: Genelle Adrien; Chelsey Lepage; Dempsey, Jay H. (CDC/OD/OADC); Carrie Adams
Subject: Re: CDC "Guides" and this week's meeting

Thank you Carol. That would be great.

Best,

Payton

From: Carol Crawford (b)(6)
Date: Thursday, April 29, 2021 at 8:47 PM
To: Payton Iheme (b)(6)
Cc: Genelle Adrien (b)(6); Chelsey Lepage (b)(6); "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6); Carrie Adams (b)(6)
Subject: RE: CDC "Guides" and this week's meeting

Yes, thanks. Let me check with Census too tomorrow.

From: Payton Iheme (b)(6)
Sent: Thursday, April 29, 2021 6:23 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Genelle Adrien (b)(6); Chelsey Lepage (b)(6); Dempsey, Jay H. (CDC/OD/OADC) (b)(6); Carrie Adams (b)(6)
Subject: Re: CDC "Guides" and this week's meeting

Thank you Carol.

Regarding vaccine.gov, we haven't had any specific requests from the White House on this. We've been working at the state-level on our vaccine finder tools and promotions.

I also wanted to follow up on our COVID-19 misinfo reporting. Our team is looking to schedule a training with CDC and Census colleagues who will be reporting content through the tool. It'll cover our Community Standards, COVID-19 misinformation and harm policies and a walkthrough of the reporting tool.

***Could you share back some times that may work to schedule? We'll probably need about 1.5 hours to cover. If needed, we can break the training up if a longer block is hard to schedule.

Please let us know if you have any questions.

Best,

Payton

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.

(b)(5) 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.

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

Obtained by America First Legal Foundation through litigation.

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

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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

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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: Kelly Perron (b)(6)
Date: Monday, March 15, 2021 at 6:19 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Itheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

- **Post-vaccination guidelines and protocols** drew high engagement after the CDC's new guidelines were announced, with the idea that "vaccinated people can gather without masks" appearing in headlines in Page posts. Group posts considered how the update might affect their specific interests and communities. [Slides 5-6]
- **Vaccine ingredients** saw higher interactions during this period in posts about fetal cells in the Johnson & Johnson vaccine, and religious leaders' corresponding recommendations to avoid it. [Slides 7-8]
- **Vaccine side effects** continue to be mentioned in posts mythbusting, educating, and reporting on different side effects, but also in personal Group posts looking for advice or commiseration around vaccine experiences and reactions as more people get vaccinated. [Slides 9-10]

This week, we also are including a one-off content insights report we did looking at Spanish-language content relevant to the US, which we thought might be interesting for you (as always, please do not share externally).

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 6:03 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Itheme (b)(6) Chelsey Lepage

(b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

And adding in Chelsey, apologies!

From: Kelly Perron (b)(6)

Date: Monday, March 1, 2021 at 5:47 PM

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

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 10-24 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and public Groups in the CrowdTangle database [Slides 3-4] continues to include posts from UNICEF, as well as politically-related commentary/news around the vaccine rollout. Human-interest news stories around vaccination also garnered high engagement from Pages, while Groups saw higher engagement around personal experiences (both getting vaccinated or mentioning vaccines in the context of life updates). However, posts falling into the following themes also garnered high engagement:

- **COVID-19 and mental health** keywords appeared in multiple highly-engaged Page posts that focused on mental health effects on young people during the pandemic, with varying levels of criticism about how the situation is being handled. High-interaction Group posts tended to highlight personal struggles. [Slides 5-6]
- **Vaccine refusal** appeared in two main contexts in highly engaged posts - military refusals and consequences (often employment-related) for refusing the vaccine. [Slides 7-8]
- **Testing positive post-vaccination** appeared in news reports (seen in Page posts) covering specific instances, with especially high interactions around a story of four people in Oregon. Groups also shared similar news, but higher-engagement posts there tended to share personal stories or look for advice. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

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

Date: Wednesday, February 17, 2021 at 5:37 AM

To: Kelly Perron (b)(6)

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme

(b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you – very helpful!

From: Kelly Perron (b)(6)

Sent: Tuesday, February 16, 2021 9:00 PM

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

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme

(b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of January 27-February 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] includes a number of posts from UNICEF, celebrations and condemnations of the successes and failure of the vaccine rollout, and some additional criticism/skepticism around the vaccine and its efficacy (primarily in Groups). However, posts falling into the following themes also garnered high engagement:

- **Reports of deaths post-vaccination** continue to garner high interactions from both Pages (largely news organizations) and Groups, where a few personal reports appear mixed in with news articles. [Slides 5-6]
- **Double-masking**, while not directly related to the vaccine, drew high engagement as new studies and recommendations around wearing two masks were shared by both Pages and Groups. Some high-interaction posts from Pages mocked the idea and Fauci's changing position on it, while in Groups criticism came in meme form. [Slides 7-8]
- **Personal reports of vaccination** continue as more people are vaccinated. On Pages, highly engaged posts tend to highlight the experiences of public figures or government officials, but more graphic experiences with side effects - some looking for reassurance - garnered high interactions in Groups. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

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

Date: Tuesday, February 2, 2021 at 7:51 AM

To: Kelly Perron (b)(6)

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme

(b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Kelly Perron (b)(6)

Sent: Monday, February 1, 2021 8:39 PM

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

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme

(b)(6)

Subject: Crowd Tangle COVID-19 reports

Hi All,

Sending along the latest CrowdTangle content insights report for the period of January 14-28 (attached). As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report. Here's the quick summary:

Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] included many posts from large health organizations like UNICEF, news around government and brands' COVID plans, and people reporting on their current local situation. However, posts falling into the following themes also garnered high engagement:

- **Vaccine and COVID variant** news drove high interactions, with reports and concern around vaccine effectiveness against new strains. In Groups, variants also entered the anti-vaccination conversation. [Slides 5-6]
- **Vaccine side effects** continued to be mentioned in highly-engaged posts, though they included educational content side effects and personal stories of minimal side effects from vaccination. However, reports of specific cases of severe side effects and death continued to garner engagement. [Slides 7-8]
- **Mandatory vaccination and vaccine passports** made news in posts from Pages as a result of new technology and United Airlines' desire to make vaccines mandatory. Group posts speculate about travel logistics and specific scenarios that will personally affect the various posters and audiences. [Slides 9-10]

As before, links to CrowdTangle Searches are included with each topic if you'd like to explore more!

Thanks,
Kelly

From: Lauren Balog Wright (b)(6)

Date: Tuesday, January 26, 2021 at 11:51 AM

To: Payton Itheme (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)

To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Priya Gangolly (b)(6) Kelly Perron
(b)(6)
Subject: Crowd Tangle COVID-19 reports for WHO

Hi Carol,

I am following up on our conversation several weeks ago about providing more detailed reporting from our CrowdTangle team. I wanted to share our first CrowdTangle COVID content report with you courtesy of Lauren and Kelly on the cc. They are providing these to WHO, and thought it helpful for CDC teams as well. This report covers the time period of Jan 1 to January 14th. **Going forward, these reports will be developed bi-weekly, with the next one ready for delivery on February 1. Who would you like these sent to?**

Lauren can do that distro and just put you/Jay, me, and Priya on cc if that works. But you let us know what you are thinking and if you want to distribute.

The full report is attached, but some highlights the CrowdTangle team would like to call to your attention are:

- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
- However, posts falling into the following themes, all of which have potential risks, also garnered high engagement:
 1. **Reports of healthcare workers refusing the vaccine**, driven largely by an article from Forbes, were widely shared and received high engagement in healthcare worker-centric Groups, as well as anti-vaccination Groups. [Slides 5-6]
 2. **Posts about alleged vaccine-related deaths**, especially news of a Miami doctor's death that is under investigation, got high engagement. Groups, especially anti-vaccination Groups, tended to share a larger variety of reported deaths from around the globe. [Slides 7-8]
 3. **News and reports of severe vaccine side effects included both first- and secondhand reports in Groups**, with users sharing photos and video related to their own experiences. Highly engaged Page posts contained some news reports of bad side effects, but also included content meant to educate the public (including from the CDC). [Slides 9-10]

We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

Thank you,
Payton, Lauren and team

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Tue, 2 Mar 2021 12:28:14 +0000
To: Kelly Perron
Subject: RE: Crowd Tangle COVID-19 reports

Thanks Kelly!

From: Kelly Perron (b)(6)
Sent: Monday, March 1, 2021 8:47 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 10-24 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and public Groups in the CrowdTangle database [Slides 3-4] continues to include posts from UNICEF, as well as politically-related commentary/news around the vaccine rollout. Human-interest news stories around vaccination also garnered high engagement from Pages, while Groups saw higher engagement around personal experiences (both getting vaccinated or mentioning vaccines in the context of life updates). However, posts falling into the following themes also garnered high engagement:

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Thanks,
Kelly

From: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Date: Wednesday, February 17, 2021 at 5:37 AM

To: Kelly Perron (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton IHEME (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you – very helpful!

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Sent: Tuesday, February 16, 2021 9:00 PM
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Subject: Crowd Tangle COVID-19 reports

Hi All,

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As before, links to CrowdTangle Searches are included with each topic if you'd like to explore more!

Thanks,
Kelly

From: Lauren Balog Wright (b)(6)

Date: Tuesday, January 26, 2021 at 11:51 AM

From: Payton IHEME (b)(6)
Sent: Monday, January 25, 2021 5:51 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Priya Gangolly (b)(6) Kelly Perron
(b)(6)
Subject: Crowd Tangle COVID-19 reports for WHO

Hi Carol,

I am following up on our conversation several weeks ago about providing more detailed reporting from our CrowdTangle team. I wanted to share our first CrowdTangle COVID content report with you courtesy of Lauren and Kelly on the cc. They are providing these to WHO, and thought it helpful for CDC teams as well. This report covers the time period of Jan 1 to January 14th. Going forward, these reports will be developed bi-weekly, with the next one ready for delivery on February 1. Who would you like these sent to?

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We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might make these most effective for your team.

Thank you,

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Wed, 26 May 2021 11:01:51 +0000
To: Kelly Perron
Cc: Lauren Balog Wright; Payton Itheme; Chelsey Lepage; Tyler Woods
Subject: RE: Crowd Tangle COVID-19 reports

Thanks!

From: Kelly Perron (b)(6)
Sent: Tuesday, May 25, 2021 8:33 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6); Payton Itheme (b)(6); Chelsey Lepage (b)(6); Tyler Woods (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of May 5-18 (attached). Here's the quick summary:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as various public and political figures promoting vaccination and vaccine news. In public Groups, high-interaction posts include similar vaccination encouragement, as well as personal vaccine experiences.. In this report, we also explore highly engaged content within the following themes:

- **Vaccination & Children:** Many of the highest engaged Page posts share news that kids over 12 can be vaccinated, and encourage vaccination, with some exceptions. Group posts include varied stances on support/opposition to the idea. [Slides 5-6]
- **Health Care Workers:** Many high interaction Page posts are about celebrating health care workers or include discussions/education session with them on COVID and vaccines. In Groups, we saw the posts from health care workers working in the pandemic, as well as mentions of doctors/nurses in the larger context of people's COVID experiences. [Slides 7-8]
- **Masks & Vaccination:** There are highly engaged Page posts about varying views on masks after vaccinations and news of the updated CDC guidance. In Groups, we saw also saw opposing views, from those who want to continue to mask after vaccination to those who don't feel Biden should be able to tell them to mask or not, as well as news sharing around more local (ex. state) guidance. [Slides 9-10]

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 15, 2021 at 6:19 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

- **Post-vaccination guidelines and protocols** drew high engagement after the CDC's new guidelines were announced, with the idea that "vaccinated people can gather without masks" appearing in headlines in Page posts. Group posts considered how the update might affect their specific interests and communities. [Slides 5-6]
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Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
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Date: Tuesday, February 2, 2021 at 7:51 AM
To: Kelly Perron (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

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Subject: Crowd Tangle COVID-19 reports

Hi All,

Sending along the latest CrowdTangle content insights report for the period of January 14-28 (attached). As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report. Here's the quick summary:

Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] included many posts from large health organizations like UNICEF, news around government and brands' COVID plans, and people reporting on their current local situation. However, posts falling into the following themes also garnered high engagement:

- **Vaccine and COVID variant** news drove high interactions, with reports and concern around vaccine effectiveness against new strains. In Groups, variants also entered the anti-vaccination conversation. [Slides 5-6]
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Date: Tuesday, January 26, 2021 at 11:51 AM
To: Payton Iheme (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6) Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports for WHO

Thank you, Payton and Carol!

I am following up on our conversation several weeks ago about providing more detailed reporting from our CrowdTangle team. I wanted to share our first CrowdTangle COVID content report with you courtesy of Lauren and Kelly on the cc. They are providing these to WHO, and thought it helpful for CDC teams as well. This report covers the time period of Jan 1 to January 14th. Going forward, these reports will be developed bi-weekly, with the next one ready for delivery on February 1. Who would you like these sent to?

Lauren can do that distro and just put you/Jay, me, and Priya on cc if that works. But you let us know what you are thinking and if you want to distribute.

The full report is attached, but some highlights the CrowdTangle team would like to call to your attention are:

- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
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We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

Thank you,
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- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
- However, posts falling into the following themes, all of which have potential risks, also garnered high engagement:
 1. **Reports of healthcare workers refusing the vaccine**, driven largely by an article from Forbes, were widely shared and received high engagement in healthcare worker-centric Groups, as well as anti-vaccination Groups. [Slides 5-6]
 2. **Posts about alleged vaccine-related deaths**, especially news of a Miami doctor's death that is under investigation, got high engagement. Groups, especially anti-vaccination Groups, tended to share a larger variety of reported deaths from around the globe. [Slides 7-8]
 3. **News and reports of severe vaccine side effects included both first- and secondhand reports in Groups**, with users sharing photos and video related to their own experiences. Highly engaged Page posts contained some news reports of bad side effects, but also included content meant to educate the public (including from the CDC). [Slides 9-10]

We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

Thank you,
Payton, Lauren and team

Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

- **Post-vaccination guidelines and protocols** drew high engagement after the CDC's new guidelines were announced, with the idea that "vaccinated people can gather without masks" appearing in headlines in Page posts. Group posts considered how the update might affect their specific interests and communities. [Slides 5-6]
- **Vaccine ingredients** saw higher interactions during this period in posts about fetal cells in the Johnson & Johnson vaccine, and religious leaders' corresponding recommendations to avoid it. [Slides 7-8]
- **Vaccine side effects** continue to be mentioned in posts mythbusting, educating, and reporting on different side effects, but also in personal Group posts looking for advice or commiseration around vaccine experiences and reactions as more people get vaccinated. [Slides 9-10]

This week, we also are including a one-off content insights report we did looking at Spanish-language content relevant to the US, which we thought might be interesting for you (as always, please do not share externally).

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 6:03 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

And adding in Chelsey, apologies!

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 5:47 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme

(b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 10-24 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and public Groups in the CrowdTangle database [Slides 3-4] continues to include posts from UNICEF, as well as politically-related commentary/news around the vaccine rollout. Human-interest news stories around vaccination also garnered high engagement from Pages, while Groups saw higher engagement around personal experiences (both getting vaccinated or mentioning vaccines in the context of life updates). However, posts falling into the following themes also garnered high engagement:

- **COVID-19 and mental health** keywords appeared in multiple highly-engaged Page posts that focused on mental health effects on young people during the pandemic, with varying levels of criticism about how the situation is being handled. High-interaction Group posts tended to highlight personal struggles. [Slides 5-6]
- **Vaccine refusal** appeared in two main contexts in highly engaged posts - military refusals and consequences (often employment-related) for refusing the vaccine. [Slides 7-8]
- **Testing positive post-vaccination** appeared in news reports (seen in Page posts) covering specific instances, with especially high interactions around a story of four people in Oregon. Groups also shared similar news, but higher-engagement posts there tended to share personal stories or look for advice. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

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

Date: Wednesday, February 17, 2021 at 5:37 AM

To: Kelly Perron (b)(6)

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you – very helpful!

From: Kelly Perron (b)(6)

Sent: Tuesday, February 16, 2021 9:00 PM

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

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme

(b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of January 27-February 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] includes a number of posts from UNICEF, celebrations and condemnations of the successes and failure of the vaccine rollout, and some additional criticism/skepticism around the vaccine and its efficacy (primarily in Groups). However, posts falling into the following themes also garnered high engagement:

- **Reports of deaths post-vaccination** continue to garner high interactions from both Pages (largely news organizations) and Groups, where a few personal reports appear mixed in with news articles. [Slides 5-6]
- **Double-masking**, while not directly related to the vaccine, drew high engagement as new studies and recommendations around wearing two masks were shared by both Pages and Groups. Some high-interaction posts from Pages mocked the idea and Fauci's changing position on it, while in Groups criticism came in meme form. [Slides 7-8]
- **Personal reports of vaccination** continue as more people are vaccinated. On Pages, highly engaged posts tend to highlight the experiences of public figures or government officials, but more graphic experiences with side effects - some looking for reassurance - garnered high interactions in Groups. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

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

Date: Tuesday, February 2, 2021 at 7:51 AM

To: Kelly Perron (b)(6)

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Kelly Perron (b)(6)

Sent: Monday, February 1, 2021 8:39 PM

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

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme

(b)(6)

Subject: Crowd Tangle COVID-19 reports

Hi All,

Sending along the latest CrowdTangle content insights report for the period of January 14-28 (attached). As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report. Here's the quick summary:

Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] included many posts from large health organizations like UNICEF, news around government and brands' COVID plans, and people reporting on their current local situation. However, posts falling into the following themes also garnered high engagement:

- **Vaccine and COVID variant** news drove high interactions, with reports and concern around vaccine effectiveness against new strains. In Groups, variants also entered the anti-vaccination conversation. [Slides 5-6]
- **Vaccine side effects** continued to be mentioned in highly-engaged posts, though they included educational content side effects and personal stories of minimal side effects from vaccination. However, reports of specific cases of severe side effects and death continued to garner engagement. [Slides 7-8]
- **Mandatory vaccination and vaccine passports** made news in posts from Pages as a result of new technology and United Airlines' desire to make vaccines mandatory. Group posts speculate about travel logistics and specific scenarios that will personally affect the various posters and audiences. [Slides 9-10]

As before, links to CrowdTangle Searches are included with each topic if you'd like to explore more!

Thanks,
Kelly

From: Lauren Balog Wright (b)(6)

Date: Tuesday, January 26, 2021 at 11:51 AM

To: Payton Iheme (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" <(b)(6)>

Cc: Priya Gangolly (b)(6) Kelly Perron (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports for WHO

Thank you, Payton and Carol!

Carol, as Payton mentioned, we'll send the next one on February 1st. Glad to hear they look like they will be useful!

Best,
Lauren

developed bi-weekly, with the next one ready for delivery on February 1. Who would you like these sent to?

Lauren can do that distro and just put you/Jay, me, and Priya on cc if that works. But you let us know what you are thinking and if you want to distribute.

The full report is attached, but some highlights the CrowdTangle team would like to call to your attention are:

- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
- However, posts falling into the following themes, all of which have potential risks, also garnered high engagement:
 1. **Reports of healthcare workers refusing the vaccine**, driven largely by an article from Forbes, were widely shared and received high engagement in healthcare worker-centric Groups, as well as anti-vaccination Groups. [Slides 5-6]
 2. **Posts about alleged vaccine-related deaths**, especially news of a Miami doctor's death that is under investigation, got high engagement. Groups, especially anti-vaccination Groups, tended to share a larger variety of reported deaths from around the globe. [Slides 7-8]
 3. **News and reports of severe vaccine side effects included both first- and secondhand reports in Groups**, with users sharing photos and video related to their own experiences. Highly engaged Page posts contained some news reports of bad side effects, but also included content meant to educate the public (including from the CDC). [Slides 9-10]

We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

Thank you,
Payton, Lauren and team

From: Tyler Woods
Sent: Wed, 22 Dec 2021 19:38:01 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: Carrie Adams; Chelsey Lepage; Gordon, Stephanie (CDC/OD/OADC)
Subject: Re: Crowd Tangle COVID-19 reports
Attachments: Content Insights Dec1 - Dec 14.pdf

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of Dec 1 – Dec 14. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across public Pages features posts that illustrate the continued politicization of vaccine mandates and COVID-19 public health measures. Similarly, many posts with the highest interactions in public Groups share news of the Biden administration's federal vaccine policies, as well as climbing COVID-19 death rates among the anti-vaxx community. In this report, we will further explore highly engaged content within the following themes:

- **Vaccine Mandates for Businesses:** Federal, state, and local government have grappled with vaccine mandates for private employers, with the Senate most recently voting to overturn the Biden administration's federal policy for businesses. Top engaged posts also share breaking news of federal courts blocking or upholding various aspects of the federal vaccine mandates [Slides 5-6].
- **Breakthroughs and Boosters:** The CDC has released new guidance advising all adults over 18 to receive a booster COVID-19 vaccine as a means of better protection from the emerging Omicron variant. Highly engaged posts from news publishers and public figures echo this advice [Slides 7-8].
- **Fake Vaccinations:** Individuals are finding ways to avoid vaccine mandates by faking vaccination. This behavior has resulted in severe repercussions for those who have been caught, including criminal prosecution. Many highly engaged posts share news of an Italian who tried to use a fake arm to receive a vaccine [Slides 9-10].

As mentioned in our previous email, this marks our last insights report for this series. We're happy you found these reports useful. Thank you for being great partners, and we look forward to finding more opportunities to work together in the future.

Happy holidays!

Best,

Tyler

 Meta

Tyler Woods

Content Policy | Transparency, Data, and Accountability
181 Fremont Street | San Francisco, CA

From: Tyler Woods (b)(6)

Sent: Thursday, December 9, 2021 8:36 AM

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

Cc: Carrie Adams (b)(6) Chelsey Lepage (b)(6) Gordon, Stephanie

(CDC/OD/OADC) (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Sorry about that! Attached here.

And thank you for the positive feedback!

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

Sent: Thursday, December 9, 2021 6:41 AM

To: Tyler Woods (b)(6)

Cc: Carrie Adams (b)(6) Chelsey Lepage (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Tyler – can you attach?

Thanks for all of these reports and I understand the ending of it. But they have been helpful!! Much appreciated.

From: Tyler Woods (b)(6)

Sent: Tuesday, December 7, 2021 9:39 PM

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

Cc: Carrie Adams (b)(6) Chelsey Lepage (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of Nov 17 – Nov 30. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across Pages feature posts from President Biden and news outlets addressing the Omicron variant, as well as recent court ruling regarding the Biden Administration's vaccine mandates. Similarly, many posts with the highest interactions in public Groups share news of state bills and court rulings that are countering the federal vaccine mandates. In this report, we will further explore highly engaged content within the following themes:

- **Omicron Variant:** Top engaged posts share articles about the emergent Omicron variant, which was first documented in South Africa and has now been found in several countries across the world. Health experts and scientists are calling for greater vaccination efforts to fight against the variant [Slides 5-6].
- **Antiviral COVID-19 Pills:** The White House has recently announced that the US government has purchased 10 million treatments of Pfizer's antiviral COVID-19 pill. Many top engaged posts public posts discuss the benefits of the pill in hopefully reducing COVID-related hospitalizations [Slides 7-8].
- **Vaccine Mandates:** A recurring topic, many of the top engaged posts share recent court developments regarding the Biden administration's vaccine mandates. A federal judge has blocked Biden's vaccine mandate for healthcare workers in 10 states. On the state level, Florida

has recently passed a law restricting employee vaccine mandates, which has affected companies like Disney World [Slides 9-10].

Also, please be aware that these reports will be discontinued in Jan 2022. The next report on December 21st will be our last COVID-19 content insights report.

If you have any questions, please feel free to reach out. And as always, please do not share.

Thank you,
Tyler



Tyler Woods
Content Policy Manager | Transparency, Data, and Accountability
181 Fremont Street | San Francisco, CA

From: Crawford, Carol Y. (CDC/OD/OADC) [REDACTED]
Sent: Wednesday, November 24, 2021 7:07 AM
To: Tyler Woods [REDACTED]
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Tyler Woods [REDACTED]
Sent: Tuesday, November 23, 2021 1:46 PM
To: Crawford, Carol Y. (CDC/OD/OADC) [REDACTED]
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol & Stephanie,

Attached, please find the latest CrowdTangle content insights report for the period of Nov 3 – Nov 16. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across Pages feature posts from news outlets and media pundits discussing conservative backlash against vaccine policies and advocacy. Similarly, many posts with the highest interactions in public Groups feature backlash against OSHA mandates that will lead to fines for businesses that fail to comply. In this report, we will further explore highly engaged content within the following themes:

- **“Right to Choose” - Calls for Medical Freedom:** The scandal involving Green Bay QB Aaron Rodgers’ vaccination status has fueled a movement amongst conservatives against vaccine mandates in favor of an individual’s right to choose their own healthcare. Top engaged posts feature articles from news publishers reporting State Farm’s and others defense of Aaron Rodgers’ right to choose not to get vaccinated against Covid-19 [Slides 5-6].

- **Federal vs. State Vaccine Policies:** Republican-governed states have formed coalitions against the Biden Administration's Covid-19 vaccine mandates, filing various lawsuits in federal court. Many top public posts discuss the recent federal appeals court ruling blocking Biden's vaccine mandates for companies [Slides 7-8].
- **Covid-19 Winter Outlook:** As the holiday season approaches along with the winter season and colder temperatures, health officials are urging eligible adults to get Covid-19 booster shots to help mitigate the expected increase in cases and hospitalizations. Many top engaged posts share health concerns and travel requirements in light of upcoming holiday activities [Slides 9-10].

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thank you,
Tyler



Tyler Woods

Content Policy | Transparency, Data, and Accountability

181 Fremont Street | San Francisco, CA

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Sent: Wednesday, November 10, 2021 10:25 AM
To: Tyler Woods (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thanks!

From: Tyler Woods (b)(6)
Sent: Wednesday, November 10, 2021 1:06 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Chelsey Lepage (b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol & Stephanie,

Attached, please find the latest CrowdTangle content insights report for the period of Oct 20 – Nov 2. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across Pages features posts by conservative news outlets and media pundits discussing backlash and fallout over employee vaccine mandates. Similarly, many posts with the highest interactions in public Groups share news from elected officials,

courts, and businesses reacting to the vaccine mandates. In this report, we will further explore highly engaged content within the following themes:

- **Vaccine Mandate Legal Challenges:** Opponents of the Biden administration's COVID vaccine mandates are asking courts to block these policies from coming into effect. Top posts feature articles from news outlets reporting recent court decisions, such as a ruling by Judge Colleen Kollar Kotelly that temporarily prevents military plaintiffs who sued over religious exemptions from vaccine mandates from being fired [Slides 5-6].
- **COVID-19 Vaccines for Children:** The FDA recently authorized Pfizer's COVID-19 vaccine for children aged 5 to 11. Pfizer is currently the only vaccine approved for this age group; however, Moderna states that their vaccine has also proven effective amongst children. News breaking posts announcing the FDA's decision often had the highest interactions [Slides 7-8].
- **Vaccine Mandate Backlash:** From Air Force personnel and police unions to Hollywood actors and sports reporters, people are taking a public stand against vaccine mandates and willing to sacrifice their employment in the process. Most engaged posts feature conservative influencers praising efforts to fight against employee mandates [Slides 9-10].

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thank you,

Tyler



Tyler Woods

Content Policy Manager | Transparency, Data, and Accountability

181 Fremont Street | San Francisco, CA

From: Tyler Woods (b)(6)

Sent: Tuesday, October 26, 2021 5:51 PM

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

Cc: Lauren Balog Wright (b)(6) Chelsey Lepage (b)(6) Kelly Perron
(b)(6) Carrie Adams (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol & Stephanie,

Attached, please find the latest CrowdTangle content insights report for the period of Oct 6 – 19. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across Pages features posts by conservative news outlets, politicians and pundits discussing various responses to the employee vaccine mandates. Similarly, many posts with the highest interactions in public Groups react to news stories about how employers and state governments are supporting or dismissing federal vaccine mandates. In this report, we will explore further highly engaged content within the following themes:

- **State Bans on COVID-19 Mandates:** Texas has most recently joined Florida in enacting a statewide ban on vaccine mandates. Many of the top posts for this topic are from influential conservative voices praising the decision [Slides 5-6].
- **Vaccine Mandates for the Airline Industry:** Texas based carriers American and Southwest plan to adhere to the federal vaccine mandate in defiance of Gov. Abbott's ban. Some of the top engaged content includes posts praising Delta Airlines' decision to drop their vaccine mandate [Slides 7-8].
- **Unemployment Benefits and Vaccine Mandates:** Businesses are enforcing employee vaccine mandates, leading some workers to leave, or be terminated from their jobs for refusing to get the job. Those employees also run the risk of losing eligibility to receive unemployment benefits. Posts from news publishers covering the "no job, no job" phenomenon have the highest interactions [Slides 9-10].

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thank you,

From: Tyler Woods (b)(6)
Sent: Tuesday, October 12, 2021 5:19 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) (b)(6) (b)(6)
Cc: Lauren Balog Wright (b)(6) Chelsey Lepage (b)(6) Kelly Perron
(b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol & Stephanie,

Attached, please find the latest CrowdTangle content insights report for the period of Sep 22 – Oct 5. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across Pages continues to feature posts by news outlets and politicians related to employee vaccine mandates. Similarly, many posts with the highest interactions in public Groups discuss employee vaccine mandates, particularly for healthcare workers. In this report, we will further explore highly engaged content within the following themes:

- **YouTube Anti-Vaccine Content Ban:** Youtube is cracking down on vaccine misinformation by implementing a complete ban on all misleading and inaccurate vaccine content, not just COVID-19. Many of the most engaged posts are from news publishers reporting on the breaking news [Slides 5-6].
- **Vaccine Mandates Employment Status:** COVID-19 vaccine requirements for employees are resulting in record numbers of terminations and resignations across the country, especially

amongst first responders. The most engaged posts for this search feature reports across the country of employees risking their jobs to oppose vaccine mandates [Slides 7-8].

- **Booster Shot Eligibility:** COVID-19 vaccine booster shots have been made available for Pfizer-BioNTech vaccine recipients who have been fully vaccinated at least six months prior. Individuals considered eligible include all persons 65 and older, and those 18 and above who live or work in high risk settings or have pre-existing medical conditions [Slides 9-10].

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thank you,

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Tyler Woods (b)(6)
Sent: Wednesday, September 29, 2021 10:10 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) (b)(6) (b)(6)
Cc: Lauren Balog Wright (b)(6) Chelsey Lepage (b)(6) Kelly Perron
(b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol & Stephanie,

Attached, please find the latest CrowdTangle content insights report for the period of Sep 8 – Sep 21. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across Pages feature posts from politicians and political influencers condemning the federal vaccine mandates recently announced by the Biden administration. In public Groups, posts with the highest interactions share stories of being affected by rising COVID-19 infections and feelings towards government mandates. In this report, we also explore highly engaged content within the following themes:

- **Federal COVID-19 Mandates:** The Biden administration has drawn strong reactions from critics who have denounced federal vaccine mandates requiring federal workers and businesses with more than 100 employees to be fully vaccinated or undergo regular COVID-19 testing. Many of the most engaged posts show support for lawsuits filed against the federal government to counter the mandates [Slides 5-6].
-
- **Celebrities and COVID-19:** From Patton Oswalt to Howard Stern, celebrities have made headlines for their positions on COVID-19 mandates and vaccines. The most engaged posts found in this search feature reports of Nicki Minaj skipping the Met Gala due to vaccine hesitancy [Slides 7-8].
-

- **COVID-19 Vaccines for Children:** Pfizer has announced that early trials support that its COVID-19 vaccine is safe for children between 5 to 11 years of age and anticipates seeking FDA authorization soon. Posts with the highest interactions share news of Pfizer's recent development [Slides 9-10].

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thank you,

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Tyler Woods (b)(6)

Sent: Tuesday, September 14, 2021 1:48 PM

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

Cc: Lauren Balog Wright (b)(6) Chelsey Lepage (b)(6) Kelly Perron

(b)(6) Carrie Adams (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol & Stephanie,

Attached, please find the latest CrowdTangle content insights report for the period of Aug 25 – Sep 7. You will find the summary from this report below:

Highly engaged COVID vaccine-related content [Slides 3-4] across Pages feature posts from local health authorities and major news publishers sharing varying content about vaccines, hospitalizations, and mandates. In public Groups, posts with the highest interactions feature content advocating for vaccines and sharing stories of emergency rooms and patients with severe COVID. In this report, we also explore highly engaging content within the following themes:

- **COVID-19 Fines:** Florida businesses, schools, and government agencies could face \$5,000 fines for requiring proof of vaccination. This follows a bill Governor Ron DeSantis signed in May banning businesses and schools from implementing vaccine requirements [Slides 5-6].
-
- **"Jab Dodgers":** Unvaccinated people are attempting to evade proof of vaccination mandates by purchasing fake vaccination cards online, including from social media websites. Authorities are growing concerned that this trend will continue as more places invoke vaccine mandates [Slides 7-8].
-
- **Mu Variant:** The WHO recently announced that it is monitoring a fifth coronavirus variant of interest that has the potential to evade immunity provided by a previous COVID-19 infection or vaccination. The Mu variant originated in South America and has spread to at least 39 countries and has been discovered in 49 U.S states [Slides 9-10].

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thank you,

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Tyler Woods (b)(6)
Sent: Tuesday, August 31, 2021 7:00 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) (b)(6) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol & Stephanie,

Attached, please find the latest CrowdTangle content insights report for the period of Aug 11 – Aug 24. You will find the summary from this report below:

Overall, highly engaged COVID vaccine-related content [Slides 3-4] across Pages features posts from President Biden encouraging Americans to get vaccinated. Similarly, in public Groups the posts with the highest interactions feature content related to local COVID mandates, vaccine hesitancy, and vaccination status. In this report, we also explore highly engaging content within the following themes:

- **Pfizer Vaccine FDA Approval:** The Food and Drug Administration recently approved the Pfizer-BioNTech COVID-19 vaccine, the first coronavirus vaccine to transition from emergency use authorization in the US, heralding the decision as a “key achievement for public health.” Many news publishers hypothesize that the FDA approval will lead more institutions to mandate vaccinations. [Slides 5-6]
-
- **COVID-19 & Catholicism:** Several Catholic leaders have spoken out against religious exemptions for the coronavirus vaccine as vaccination mandates are adopted across the country. Many of the top engaged posts discuss Pope Francis’s recorded video encouraging people to get vaccinated as an “act of love.” [Slides 7-8]
-
- **COVID-19 Breakthrough Cases:** Reports of fully vaccinated people still testing positive for coronavirus is likely discouraging the vaccine hesitant, leading many public figures and health experts to post educational content about the risks of remaining unvaccinated. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thank you,

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Tyler Woods (b)(6)
Sent: Tuesday, August 17, 2021 2:22 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) >
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of July 28 – Aug 11. You will find the summary from this report below:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages feature posts discussing vaccine and other COVID-related mandates as the Delta variant continues to spread in the United States. Similarly in public groups, the posts with the highest interactions feature content about COVID mandates and repercussions faced by those who refuse to comply. In this report, we will explore highly engaging content within the following themes:

- **Vaccine Booster Shots:** Major publications share news about the expected FDA approval for a COVID vaccine booster to protect those with compromised immune systems from the Delta variant. Conversely, the World Health Organization released a statement imploring wealthy countries to hold off on providing booster shots until every country vaccinates at least 10% of their population. [Slides 5-6]
- **FDA Vaccine Approval:** With a new surge of COVID-19 cases, the Food and Drug Administration has pushed to fully approve Pfizer-BioNTech's COVID-19 vaccine by early September. The FDA believes that this step might inspire more confidence from the public in the vaccine. [Slides 7-8]
- **COVID-19 Mandates:** As COVID cases rise in the US, federal and state governments as well as businesses have implemented new mandates to combat the surge. On the other hand, many conservative politicians are calling for an end to government mandated restrictions and vaccinations. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Sent: Wednesday, August 4, 2021 6:24 AM
To: Tyler Woods (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Tyler Woods (b)(6)
Sent: Tuesday, August 3, 2021 6:16 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of July 14 – July 27. You will find the summary from this report, below:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to feature UNICEF posts relating global vaccine donation and distribution efforts. In public groups, the posts with high interactions feature content debating COVID-19 vaccination requirements as well as COVID-19 survival stories. In this report, we also explore highly engaging content within the following themes:

- **The Delta Variant:** As the Delta variant surges, several top posts from Pages and Groups discuss concerns about and experiences with COVID-19 and the new strain. Many posts advocate for individuals to get vaccinated due to the increased severity of symptoms and high transmissibility associated with the Delta variant. [Slides 5-6]
-
- **Proof of Vaccination Requirement:** Governments and public services are signaling the importance of requiring proof of vaccination at bars, concerts, and hospitals to help combat the spread of COVID-19. The highest engaged posts from Pages and Groups share articles about shifting guidelines and responses to those mandates. [Slides 7-8]
-

- **COVID-19 and Unvaccinated Individuals:** A rise in COVID-19 cases across the U.S. has contributed to concerns that the recent uptick in hospitalizations and deaths is being driven by unvaccinated individuals. High interaction public Page and Group posts for this topic continue the debate over the necessity of being vaccinated. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Tyler Woods (b)(6)
Sent: Tuesday, July 20, 2021 2:22 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6) Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of June 30 – July 13 (attached). Here's the summary from this report, below:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to Pres. Biden's new strategy to increase vaccinations. In public groups, the posts with high interactions feature content debating COVID-19 vaccinations. In this report, we also explore highly engaging content within the following themes:

- **Reopening of Institutions:** Many of the highest engaged Page posts with keywords related to this theme share news of shifting public health policies allowing people to return to work, school, and religious services. Several posts focus on new guidelines for students returning back to school, with some expressing skepticism about vaccinating children. [Slides 5-6]
- **Olympics and COVID-19:** As the Tokyo Olympics draws closer, several high interaction Page posts on this discuss the recent spectator ban at the Olympics due to Tokyo's state of emergency from rising coronavirus cases. Also, many US publishers and pundits shared posts about US Olympic swimmer Michael Andrew refusing to be vaccinated ahead of Tokyo Olympics. [Slides 7-8].
- **Door-to-Door Vaccines:** The highest interaction Page posts for this topic convey concern from political opponents about the Biden administration's strategy to ramp up vaccination efforts in

communities with low vaccination rates by going “door-to-door” to educate and encourage more Americans to get vaccinated. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you’d like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Sent: Tuesday, June 22, 2021 2:02 PM
To: Tyler Woods (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6) Kelly Perron (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Tyler Woods (b)(6)
Sent: Tuesday, June 22, 2021 4:43 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6) Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Looking forward to working with your team!

Attached, please find the latest CrowdTangle content insights report for the period of June 2 – June 16 (attached). I also want to make you aware that the next bi-weekly content insights report will be sent to you on Tuesday, July 20th instead of July 6th as I will be out of the office next week until July 7th.

Here’s the quick summary from this report:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF’s posts, as well as posts related to global vaccine distribution in third world countries. In public groups, the posts with high interactions feature content related to the suspension of hospital workers for refusing the vaccine. In this report, we also explore highly engaging content within the following themes:

- **Global Vaccinations:** Many of the highest engaged Page posts with related keywords report on the global vaccine supply and efforts being undertaken by world leaders to reach every country. The most engaged Group posts feature news of the United States' commitment to donate supplies to vaccine-deprived countries. [Slides 5-6]
-
- **Vaccine Side Effects:** A number of high interaction Page posts on this topic express continued interest in and concerns about potential vaccine side effects, especially for children and pregnant women. Highly engaged Group posts reveal similar themes of hesitation and skepticism related to the long-term effects of the vaccine. [Slides 7-8].
-
- **Vaccine Refusal:** The highest interaction Page posts for this topic are from media outlets and personalities reacting to a recent court decision effectively upholding a Texas hospital's COVID vaccine mandate for its employees. The most engaged Group posts for this topic highlighted similar themes. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Sent: Wednesday, June 9, 2021 7:20 AM
To: Kelly Perron (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
 (b)(6) Tyler Woods (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you and appreciate Tyler taking over for us!

From: Kelly Perron (b)(6)
Sent: Tuesday, June 8, 2021 8:13 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
 (b)(6) Tyler Woods (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of May 19-June 1 (attached). I wanted to note that Tyler Woods (cc'ed) is taking over the oversight for these reports, and will be providing them to you going forward. Here's the quick summary from this report:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to vaccine refusal and discrimination. In public Groups, high-interaction posts include posts around vaccine passports and required vaccination, along with personal stories from COVID survivors or of side effects. In this report, we also explore highly engaged content within the following themes:

- **Vaccination Lawsuits:** Many of the highest engaged Page posts with related keywords report on lawsuits over compulsory vaccinations related to employment. Additionally, there are reports of lawsuits attempting to stop children from being vaccinated. Group posts include varied stances on the same topics. [Slides 5-6]
- **Deciding to Get Vaccinated:** A number of high interaction Page posts on this topic come from public figures, with many politicians weighing in on both sides of the aisle. In Groups, we see posts from individuals reacting to this debate, sharing their personal thoughts and concerns. [Slides 7-8]
- **Pandemic Origins:** High interaction Page posts on the origins of COVID-19 shared news of the changing theories about COVID being potentially man-made, as well as changing social media policies around related content. Group posts covered similar topics, with meme posts around the same themes appearing as well. [Slides 9-10]

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 15, 2021 at 6:19 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

- **Post-vaccination guidelines and protocols** drew high engagement after the CDC's new guidelines were announced, with the idea that "vaccinated people can gather without masks" appearing in headlines in Page posts. Group posts considered how the update might affect their specific interests and communities. [Slides 5-6]
- **Vaccine ingredients** saw higher interactions during this period in posts about fetal cells in the Johnson & Johnson vaccine, and religious leaders' corresponding recommendations to avoid it. [Slides 7-8]
- **Vaccine side effects** continue to be mentioned in posts mythbusting, educating, and reporting on different side effects, but also in personal Group posts looking for advice or commiseration around vaccine experiences and reactions as more people get vaccinated. [Slides 9-10]

This week, we also are including a one-off content insights report we did looking at Spanish-language content relevant to the US, which we thought might be interesting for you (as always, please do not share externally).

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 6:03 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

And adding in Chelsey, apologies!

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 5:47 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 10-24 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and public Groups in the CrowdTangle database [Slides 3-4] continues to include posts from UNICEF, as well as politically-related commentary/news around the vaccine rollout. Human-interest news stories around vaccination also

garnered high engagement from Pages, while Groups saw higher engagement around personal experiences (both getting vaccinated or mentioning vaccines in the context of life updates). However, posts falling into the following themes also garnered high engagement:

- **COVID-19 and mental health** keywords appeared in multiple highly-engaged Page posts that focused on mental health effects on young people during the pandemic, with varying levels of criticism about how the situation is being handled. High-interaction Group posts tended to highlight personal struggles. [Slides 5-6]
- **Vaccine refusal** appeared in two main contexts in highly engaged posts - military refusals and consequences (often employment-related) for refusing the vaccine. [Slides 7-8]
- **Testing positive post-vaccination** appeared in news reports (seen in Page posts) covering specific instances, with especially high interactions around a story of four people in Oregon. Groups also shared similar news, but higher-engagement posts there tended to share personal stories or look for advice. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Date: Wednesday, February 17, 2021 at 5:37 AM
To: Kelly Perron (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you – very helpful!

From: Kelly Perron (b)(6)
Sent: Tuesday, February 16, 2021 9:00 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of January 27-February 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] includes a number of posts from UNICEF, celebrations and condemnations of the successes and failure of the

vaccine rollout, and some additional criticism/skepticism around the vaccine and its efficacy (primarily in Groups). However, posts falling into the following themes also garnered high engagement:

- **Reports of deaths post-vaccination** continue to garner high interactions from both Pages (largely news organizations) and Groups, where a few personal reports appear mixed in with news articles. [Slides 5-6]
- **Double-masking**, while not directly related to the vaccine, drew high engagement as new studies and recommendations around wearing two masks were shared by both Pages and Groups. Some high-interaction posts from Pages mocked the idea and Fauci's changing position on it, while in Groups criticism came in meme form. [Slides 7-8]
- **Personal reports of vaccination** continue as more people are vaccinated. On Pages, highly engaged posts tend to highlight the experiences of public figures or government officials, but more graphic experiences with side effects - some looking for reassurance - garnered high interactions in Groups. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Date: Tuesday, February 2, 2021 at 7:51 AM
To: Kelly Perron (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Kelly Perron (b)(6)
Sent: Monday, February 1, 2021 8:39 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: Crowd Tangle COVID-19 reports

Hi All,

Sending along the latest CrowdTangle content insights report for the period of January 14-28 (attached). As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report. Here's the quick summary:

Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] included many posts from large health organizations like UNICEF, news around government and brands' COVID

plans, and people reporting on their current local situation. However, posts falling into the following themes also garnered high engagement:

- **Vaccine and COVID variant** news drove high interactions, with reports and concern around vaccine effectiveness against new strains. In Groups, variants also entered the anti-vaccination conversation. [Slides 5-6]
- **Vaccine side effects** continued to be mentioned in highly-engaged posts, though they included educational content side effects and personal stories of minimal side effects from vaccination. However, reports of specific cases of severe side effects and death continued to garner engagement. [Slides 7-8]
- **Mandatory vaccination and vaccine passports** made news in posts from Pages as a result of new technology and United Airlines' desire to make vaccines mandatory. Group posts speculate about travel logistics and specific scenarios that will personally affect the various posters and audiences. [Slides 9-10]

As before, links to CrowdTangle Searches are included with each topic if you'd like to explore more!

Thanks,
Kelly

From: Lauren Balog Wright (b)(6)
Date: Tuesday, January 26, 2021 at 11:51 AM
To: Payton Iheme (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6), Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports for WHO

Thank you, Payton and Carol!

Carol, as Payton mentioned, we'll send the next one on February 1st. Glad to hear they look like they will be useful!

Best,
Lauren

From: Payton Iheme (b)(6)
Date: Tuesday, January 26, 2021 at 11:34 AM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6), Priya Gangolly (b)(6), Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports for WHO

Lol, no we didn't speak to Census. Just a coincidence! :)

Lauren, feel free to send the reports directly to Carol and cc Priya and I and thank you for your work on these and do adjust if CDC has any suggestions for content.

Best,

Payton

From: Carol Crawford (b)(6)
Date: Tuesday, January 26, 2021 at 1:35 PM
To: Payton IHEME (b)(6)
Cc: Lauren Balog Wright (b)(6) Priya Gangolly (b)(6) Kelly Perron (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports for WHO

Sorry my delay in response, I overlooked this yesterday. It looks wonderful and much appreciated. For now, send to me but I will be extending our distribution list.

One group we'll be adding is the Census group who hopefully will soon start their project with us. (Did you by chance talk to them yesterday? As this just came up with them yesterday?). Also, the wide group of those looking at misinfo will want this.

THANK you! I will let you know if there is additional feedback.

From: Payton IHEME (b)(6)
Sent: Monday, January 25, 2021 5:51 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Priya Gangolly (b)(6) Kelly Perron (b)(6)
Subject: Crowd Tangle COVID-19 reports for WHO

Hi Carol,

I am following up on our conversation several weeks ago about providing more detailed reporting from our CrowdTangle team. I wanted to share our first CrowdTangle COVID content report with you courtesy of Lauren and Kelly on the cc. They are providing these to WHO, and thought it helpful for CDC teams as well. This report covers the time period of Jan 1 to January 14th. **Going forward, these reports will be developed bi-weekly, with the next one ready for delivery on February 1. Who would you like these sent to?**

Lauren can do that distro and just put you/Jay, me, and Priya on cc if that works. But you let us know what you are thinking and if you want to distribute.

The full report is attached, but some highlights the CrowdTangle team would like to call to your attention are:

- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
- However, posts falling into the following themes, all of which have potential risks, also garnered high engagement:
 1. **Reports of healthcare workers refusing the vaccine**, driven largely by an article from Forbes, were widely shared and received high engagement in healthcare worker-centric Groups, as well as anti-vaccination Groups. [Slides 5-6]
 2. **Posts about alleged vaccine-related deaths**, especially news of a Miami doctor's death that is under investigation, got high engagement. Groups, especially anti-vaccination Groups, tended to share a larger variety of reported deaths from around the globe. [Slides 7-8]
 3. **News and reports of severe vaccine side effects included both first- and secondhand reports in Groups**, with users sharing photos and video related to their own experiences. Highly engaged Page posts contained some news reports of bad side effects, but also included content meant to educate the public (including from the CDC). [Slides 9-10]

We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

Thank you,
Payton, Lauren and team

Obtained by America First Legal Foundation through litigation.

From: Payton Iheme
Sent: Tue, 20 Jul 2021 22:41:52 +0000
To: Tyler Woods; Crawford, Carol Y. (CDC/OD/OADC)
Cc: Lauren Balog Wright; Chelsey Lepage; Kelly Perron; Carrie Adams
Subject: Re: Crowd Tangle COVID-19 reports
Attachments: US Content Insights June 30 - July 13.pdf

Plus Carrie on these.
And thank you verry much Tyler.

Best,

Payton

From: Tyler Woods (b)(6)
Date: Tuesday, July 20, 2021 at 5:22 PM
To: Carol Crawford (b)(6) >
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6)
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- **Reopening of Institutions:** Many of the highest engaged Page posts with keywords related to this theme share news of shifting public health policies allowing people to return to work, school, and religious services. Several posts focus on new guidelines for students returning back to school, with some expressing skepticism about vaccinating children. [Slides 5-6]
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- **Door-to-Door Vaccines:** The highest interaction Page posts for this topic convey concern from political opponents about the Biden administration's strategy to ramp up vaccination efforts in communities with low vaccination rates by going "door-to-door" to educate and encourage more Americans to get vaccinated. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

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Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

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

Sent: Wednesday, June 9, 2021 7:20 AM

To: Kelly Perron (b)(6)

Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage

(b)(6) Tyler Woods (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you and appreciate Tyler taking over for us!

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Sent: Tuesday, June 8, 2021 8:13 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6); Payton Iheme (b)(6); Chelsey Lepage (b)(6); Tyler Woods (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

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- **Deciding to Get Vaccinated:** A number of high interaction Page posts on this topic come from public figures, with many politicians weighing in on both sides of the aisle. In Groups, we see posts from individuals reacting to this debate, sharing their personal thoughts and concerns. [Slides 7-8]
- **Pandemic Origins:** High interaction Page posts on the origins of COVID-19 shared news of the changing theories about COVID being potentially man-made, as well as changing social media policies around related content. Group posts covered similar topics, with meme posts around the same themes appearing as well. [Slides 9-10]

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 15, 2021 at 6:19 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6); Payton Iheme (b)(6); Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

- **Post-vaccination guidelines and protocols** drew high engagement after the CDC's new guidelines were announced, with the idea that "vaccinated people can gather without masks" appearing in headlines in Page posts. Group posts considered how the update might affect their specific interests and communities. [Slides 5-6]
- **Vaccine ingredients** saw higher interactions during this period in posts about fetal cells in the Johnson & Johnson vaccine, and religious leaders' corresponding recommendations to avoid it. [Slides 7-8]
- **Vaccine side effects** continue to be mentioned in posts mythbusting, educating, and reporting on different side effects, but also in personal Group posts looking for advice or commiseration around vaccine experiences and reactions as more people get vaccinated. [Slides 9-10]

This week, we also are including a one-off content insights report we did looking at Spanish-language content relevant to the US, which we thought might be interesting for you (as always, please do not share externally).

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 6:03 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

And adding in Chelsey, apologies!

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 5:47 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme

(b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 10-24 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and public Groups in the CrowdTangle database [Slides 3-4] continues to include posts from UNICEF, as well as politically-related commentary/news around the vaccine rollout. Human-interest news stories around vaccination also garnered high engagement from Pages, while Groups saw higher engagement around personal experiences (both getting vaccinated or mentioning vaccines in the context of life updates). However, posts falling into the following themes also garnered high engagement:

- **COVID-19 and mental health** keywords appeared in multiple highly-engaged Page posts that focused on mental health effects on young people during the pandemic, with varying levels of criticism about how the situation is being handled. High-interaction Group posts tended to highlight personal struggles. [Slides 5-6]
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- **Testing positive post-vaccination** appeared in news reports (seen in Page posts) covering specific instances, with especially high interactions around a story of four people in Oregon. Groups also shared similar news, but higher-engagement posts there tended to share personal stories or look for advice. [Slides 9-10]

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Kelly

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

Date: Wednesday, February 17, 2021 at 5:37 AM

To: Kelly Perron (b)(6)

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you – very helpful!

From: Kelly Perron (b)(6)

Sent: Tuesday, February 16, 2021 9:00 PM

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

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme

(b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of January 27-February 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] includes a number of posts from UNICEF, celebrations and condemnations of the successes and failure of the vaccine rollout, and some additional criticism/skepticism around the vaccine and its efficacy (primarily in Groups). However, posts falling into the following themes also garnered high engagement:

- **Reports of deaths post-vaccination** continue to garner high interactions from both Pages (largely news organizations) and Groups, where a few personal reports appear mixed in with news articles. [Slides 5-6]
- **Double-masking**, while not directly related to the vaccine, drew high engagement as new studies and recommendations around wearing two masks were shared by both Pages and Groups. Some high-interaction posts from Pages mocked the idea and Fauci's changing position on it, while in Groups criticism came in meme form. [Slides 7-8]
- **Personal reports of vaccination** continue as more people are vaccinated. On Pages, highly engaged posts tend to highlight the experiences of public figures or government officials, but more graphic experiences with side effects - some looking for reassurance - garnered high interactions in Groups. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

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

Date: Tuesday, February 2, 2021 at 7:51 AM

To: Kelly Perron (b)(6)

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Kelly Perron (b)(6)

Sent: Monday, February 1, 2021 8:39 PM

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

Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme

(b)(6)

Subject: Crowd Tangle COVID-19 reports

Hi All,

Sending along the latest CrowdTangle content insights report for the period of January 14-28 (attached). As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report. Here's the quick summary:

Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] included many posts from large health organizations like UNICEF, news around government and brands' COVID plans, and people reporting on their current local situation. However, posts falling into the following themes also garnered high engagement:

- **Vaccine and COVID variant** news drove high interactions, with reports and concern around vaccine effectiveness against new strains. In Groups, variants also entered the anti-vaccination conversation. [Slides 5-6]
- **Vaccine side effects** continued to be mentioned in highly-engaged posts, though they included educational content side effects and personal stories of minimal side effects from vaccination. However, reports of specific cases of severe side effects and death continued to garner engagement. [Slides 7-8]
- **Mandatory vaccination and vaccine passports** made news in posts from Pages as a result of new technology and United Airlines' desire to make vaccines mandatory. Group posts speculate about travel logistics and specific scenarios that will personally affect the various posters and audiences. [Slides 9-10]

As before, links to CrowdTangle Searches are included with each topic if you'd like to explore more!

Thanks,
Kelly

From: Lauren Balog Wright (b)(6)

Date: Tuesday, January 26, 2021 at 11:51 AM

To: Payton Iheme (b)(6) "Crawford, Carol Y. (CDC/OD/OADC) (b)(6)

Cc: Priya Gangolly (b)(6) Kelly Perron (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports for WHO

Thank you, Payton and Carol!

Carol, as Payton mentioned, we'll send the next one on February 1st. Glad to hear they look like they will be useful!

Best,
Lauren

developed bi-weekly, with the next one ready for delivery on February 1. Who would you like these sent to?

Lauren can do that distro and just put you/Jay, me, and Priya on cc if that works. But you let us know what you are thinking and if you want to distribute.

The full report is attached, but some highlights the CrowdTangle team would like to call to your attention are:

- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
- However, posts falling into the following themes, all of which have potential risks, also garnered high engagement:
 1. **Reports of healthcare workers refusing the vaccine**, driven largely by an article from Forbes, were widely shared and received high engagement in healthcare worker-centric Groups, as well as anti-vaccination Groups. [Slides 5-6]
 2. **Posts about alleged vaccine-related deaths**, especially news of a Miami doctor's death that is under investigation, got high engagement. Groups, especially anti-vaccination Groups, tended to share a larger variety of reported deaths from around the globe. [Slides 7-8]
 3. **News and reports of severe vaccine side effects included both first- and secondhand reports in Groups**, with users sharing photos and video related to their own experiences. Highly engaged Page posts contained some news reports of bad side effects, but also included content meant to educate the public (including from the CDC). [Slides 9-10]

We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

Thank you,
Payton, Lauren and team

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Wed, 18 Aug 2021 11:04:07 +0000
To: Tyler Woods
Cc: Gordon, Stephanie (CDC/OD/OADC)
Subject: RE: Crowd Tangle COVID-19 reports

Hi Tyler, I'm going to be out of the office for several weeks in September. When you send these, can you please include Stephanie Gordon, copied here, so she can share with others if I'm out? Thanks so much!

From: Tyler Woods (b)(6)
Sent: Tuesday, August 17, 2021 5:23 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of July 28 – Aug 11. You will find the summary from this report below:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages feature posts discussing vaccine and other COVID-related mandates as the Delta variant continues to spread in the United States. Similarly in public groups, the posts with the highest interactions feature content about COVID mandates and repercussions faced by those who refuse to comply. In this report, we will explore highly engaging content within the following themes:

- **Vaccine Booster Shots:** Major publications share news about the expected FDA approval for a COVID vaccine booster to protect those with compromised immune systems from the Delta variant. Conversely, the World Health Organization released a statement imploring wealthy countries to hold off on providing booster shots until every country vaccinates at least 10% of their population. [Slides 5-6]
- **FDA Vaccine Approval:** With a new surge of COVID-19 cases, the Food and Drug Administration has pushed to fully approve Pfizer-BioNTech's COVID-19 vaccine by

early September. The FDA believes that this step might inspire more confidence from the public in the vaccine. [Slides 7-8]

- **COVID-19 Mandates:** As COVID cases rise in the US, federal and state governments as well as businesses have implemented new mandates to combat the surge. On the other hand, many conservative politicians are calling for an end to government mandated restrictions and vaccinations. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,

Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

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

Sent: Wednesday, August 4, 2021 6:24 AM

To: Tyler Woods (b)(6)

Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage

(b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Tyler Woods (b)(6)
Sent: Tuesday, August 3, 2021 6:16 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6) Carrie Adams (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of July 14 – July 27. You will find the summary from this report, below:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to feature UNICEF posts relating global vaccine donation and distribution efforts. In public groups, the posts with high interactions feature content debating COVID-19 vaccination requirements as well as COVID-19 survival stories. In this report, we also explore highly engaging content within the following themes:

- **The Delta Variant:** As the Delta variant surges, several top posts from Pages and Groups discuss concerns about and experiences with COVID-19 and the new strain. Many posts advocate for individuals to get vaccinated due to the increased severity of symptoms and high transmissibility associated with the Delta variant. [Slides 5-6]
-
- **Proof of Vaccination Requirement:** Governments and public services are signaling the importance of requiring proof of vaccination at bars, concerts, and hospitals to help combat the spread of COVID-19. The highest engaged posts from Pages and Groups share articles about shifting guidelines and responses to those mandates. [Slides 7-8]
-
- **COVID-19 and Unvaccinated Individuals:** A rise in COVID-19 cases across the U.S. has contributed to concerns that the recent uptick in hospitalizations and deaths is being driven by unvaccinated individuals. High interaction public Page and Group posts for this topic continue the debate over the necessity of being vaccinated. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Tyler Woods (b)(6)
Sent: Tuesday, July 20, 2021 2:22 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of June 30 – July 13 (attached). Here's the summary from this report, below:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to Pres. Biden's new strategy to increase vaccinations. In public groups, the posts with high interactions feature content debating COVID-19 vaccinations. In this report, we also explore highly engaging content within the following themes:

- **Reopening of Institutions:** Many of the highest engaged Page posts with keywords related to this theme share news of shifting public health policies allowing people to return to work, school, and religious services. Several posts focus on new guidelines for students returning back to school, with some expressing skepticism about vaccinating children. [Slides 5-6]
- **Olympics and COVID-19:** As the Tokyo Olympics draws closer, several high interaction Page posts on this discuss the recent spectator ban at the Olympics due to Tokyo's state of emergency from rising coronavirus cases. Also, many US publishers and pundits shared posts about US Olympic swimmer Michael Andrew refusing to be vaccinated ahead of Tokyo Olympics. [Slides 7-8].
- **Door-to-Door Vaccines:** The highest interaction Page posts for this topic convey concern from political opponents about the Biden administration's strategy to ramp up vaccination efforts in communities with low vaccination rates by going "door-to-door" to educate and encourage more Americans to get vaccinated. [Slides 9-10]

Attached, please find the latest CrowdTangle content insights report for the period of June 2 – June 16 (attached). I also want to make you aware that the next bi-weekly content insights report will be sent to you on Tuesday, July 20th instead of July 6th as I will be out of the office next week until July 7th.

Here's the quick summary from this report:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to global vaccine distribution in third world countries. In public groups, the posts with high interactions feature content related to the suspension of hospital workers for refusing the vaccine. In this report, we also explore highly engaging content within the following themes:

- **Global Vaccinations:** Many of the highest engaged Page posts with related keywords report on the global vaccine supply and efforts being undertaken by world leaders to reach every country. The most engaged Group posts feature news of the United States' commitment to donate supplies to vaccine-deprived countries. [Slides 5-6]
-
- **Vaccine Side Effects:** A number of high interaction Page posts on this topic express continued interest in and concerns about potential vaccine side effects, especially for children and pregnant women. Highly engaged Group posts reveal similar themes of hesitation and skepticism related to the long-term effects of the vaccine. [Slides 7-8].
-
- **Vaccine Refusal:** The highest interaction Page posts for this topic are from media outlets and personalities reacting to a recent court decision effectively upholding a Texas hospital's COVID vaccine mandate for its employees. The most engaged Group posts for this topic highlighted similar themes. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Sent: Wednesday, June 9, 2021 7:20 AM
To: Kelly Perron (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Tyler Woods (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you and appreciate Tyler taking over for us!

From: Kelly Perron (b)(6)
Sent: Tuesday, June 8, 2021 8:13 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Tyler Woods (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of May 19-June 1 (attached). I wanted to note that Tyler Woods (cc'ed) is taking over the oversight for these reports, and will be providing them to you going forward. Here's the quick summary from this report:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to vaccine refusal and discrimination. In public Groups, high-interaction posts include posts around vaccine passports and required vaccination, along with personal stories from COVID survivors or of side effects. In this report, we also explore highly engaged content within the following themes:

- **Vaccination Lawsuits:** Many of the highest engaged Page posts with related keywords report on lawsuits over compulsory vaccinations related to employment. Additionally, there are reports of lawsuits attempting to stop children from being vaccinated. Group posts include varied stances on the same topics. [Slides 5-6]
- **Deciding to Get Vaccinated:** A number of high interaction Page posts on this topic come from public figures, with many politicians weighing in on both sides of the aisle. In Groups, we see posts from individuals reacting to this debate, sharing their personal thoughts and concerns. [Slides 7-8]
- **Pandemic Origins:** High interaction Page posts on the origins of COVID-19 shared news of the changing theories about COVID being potentially man-made, as well as changing social media policies around related content. Group posts covered similar topics, with meme posts around the same themes appearing as well. [Slides 9-10]

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Subject: Re: Crowd Tangle COVID-19 reports

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Subject: Re: Crowd Tangle COVID-19 reports

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Date: Monday, March 1, 2021 at 5:47 PM
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Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
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Subject: RE: Crowd Tangle COVID-19 reports

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Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
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As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

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Date: Tuesday, February 2, 2021 at 7:51 AM
To: Kelly Perron (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

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Sent: Monday, February 1, 2021 8:39 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: Crowd Tangle COVID-19 reports

Hi All,

Sending along the latest CrowdTangle content insights report for the period of January 14-28 (attached). As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report. Here's the quick summary:

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As before, links to CrowdTangle Searches are included with each topic if you'd like to explore more!

Thanks,
Kelly

THANK you! I will let you know if there is additional feedback.

From: Payton Itheme (b)(6)
Sent: Monday, January 25, 2021 5:51 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Priya Gangolly (b)(6) Kelly Perron
(b)(6)
Subject: Crowd Tangle COVID-19 reports for WHO

Hi Carol,

I am following up on our conversation several weeks ago about providing more detailed reporting from our CrowdTangle team. I wanted to share our first CrowdTangle COVID content report with you courtesy of Lauren and Kelly on the cc. They are providing these to WHO, and thought it helpful for CDC teams as well. This report covers the time period of Jan 1 to January 14th. Going forward, these reports will be developed bi-weekly, with the next one ready for delivery on February 1. Who would you like these sent to?

Lauren can do that distro and just put you/Jay, me, and Priya on cc if that works. But you let us know what you are thinking and if you want to distribute.

The full report is attached, but some highlights the CrowdTangle team would like to call to your attention are:

- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
- However, posts falling into the following themes, all of which have potential risks, also garnered high engagement:
 1. **Reports of healthcare workers refusing the vaccine**, driven largely by an article from Forbes, were widely shared and received high engagement in healthcare worker-centric Groups, as well as anti-vaccination Groups. [Slides 5-6]
 2. **Posts about alleged vaccine-related deaths**, especially news of a Miami doctor's death that is under investigation, got high engagement. Groups, especially anti-vaccination Groups, tended to share a larger variety of reported deaths from around the globe. [Slides 7-8]
 3. **News and reports of severe vaccine side effects included both first- and secondhand reports in Groups**, with users sharing photos and video related to their own experiences. Highly engaged Page posts contained some news reports of bad side effects, but also included content meant to educate the public (including from the CDC). [Slides 9-10]

We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Tue, 20 Jul 2021 21:25:48 +0000
To: Tyler Woods
Cc: Lauren Balog Wright; Payton Iheme; Chelsey Lepage; Kelly Perron
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Tyler Woods (b)(6)
Sent: Tuesday, July 20, 2021 5:22 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6); Payton Iheme (b)(6); Chelsey Lepage (b)(6); Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attached, please find the latest CrowdTangle content insights report for the period of June 30 – July 13 (attached). Here's the summary from this report, below:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to Pres. Biden's new strategy to increase vaccinations. In public groups, the posts with high interactions feature content debating COVID-19 vaccinations. In this report, we also explore highly engaging content within the following themes:

- **Reopening of Institutions:** Many of the highest engaged Page posts with keywords related to this theme share news of shifting public health policies allowing people to return to work, school, and religious services. Several posts focus on new guidelines for students returning back to school, with some expressing skepticism about vaccinating children. [Slides 5-6]
- **Olympics and COVID-19:** As the Tokyo Olympics draws closer, several high interaction Page posts on this discuss the recent spectator ban at the Olympics due to Tokyo's state of emergency from rising coronavirus cases. Also, many US publishers and pundits shared posts about US Olympic swimmer Michael Andrew refusing to be vaccinated ahead of Tokyo Olympics. [Slides 7-8].
- **Door-to-Door Vaccines:** The highest interaction Page posts for this topic convey concern from political opponents about the Biden administration's strategy to ramp up vaccination efforts in communities with low vaccination rates by going "door-to-door" to educate and encourage more Americans to get vaccinated. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Sent: Tuesday, June 22, 2021 2:02 PM
To: Tyler Woods (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Tyler Woods (b)(6)
Sent: Tuesday, June 22, 2021 4:43 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Looking forward to working with your team!

Attached, please find the latest CrowdTangle content insights report for the period of June 2 – June 16 (attached). I also want to make you aware that the next bi-weekly content insights report will be sent to you on Tuesday, July 20th instead of July 6th as I will be out of the office next week until July 7th.

Here's the quick summary from this report:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to global vaccine distribution in third world countries. In public

groups, the posts with high interactions feature content related to the suspension of hospital workers for refusing the vaccine. In this report, we also explore highly engaging content within the following themes:

- **Global Vaccinations:** Many of the highest engaged Page posts with related keywords report on the global vaccine supply and efforts being undertaken by world leaders to reach every country. The most engaged Group posts feature news of the United States' commitment to donate supplies to vaccine-deprived countries. [Slides 5-6]
-
- **Vaccine Side Effects:** A number of high interaction Page posts on this topic express continued interest in and concerns about potential vaccine side effects, especially for children and pregnant women. Highly engaged Group posts reveal similar themes of hesitation and skepticism related to the long-term effects of the vaccine. [Slides 7-8].
-
- **Vaccine Refusal:** The highest interaction Page posts for this topic are from media outlets and personalities reacting to a recent court decision effectively upholding a Texas hospital's COVID vaccine mandate for its employees. The most engaged Group posts for this topic highlighted similar themes. [Slides 9-10]

Let us know if you have any questions or specific keywords / topics you'd like for us to explore in the next report. As always, please do not share.

Thanks,
Tyler

Tyler Woods

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

[Facebook](#) | [CrowdTangle](#)

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

Sent: Wednesday, June 9, 2021 7:20 AM

To: Kelly Perron (b)(6)

Cc: Lauren Balog Wright (b)(6) Payton Itheme (b)(6) Chelsey Lepage

(b)(6) Tyler Woods (b)(6)

Subject: RE: Crowd Tangle COVID-19 reports

Thank you and appreciate Tyler taking over for us!

From: Kelly Perron (b)(6)

Sent: Tuesday, June 8, 2021 8:13 PM

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

Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6) Tyler Woods (b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of May 19-June 1 (attached). I wanted to note that Tyler Woods (cc'ed) is taking over the oversight for these reports, and will be providing them to you going forward. Here's the quick summary from this report:

Highly engaged COVID vaccine-related content overall [Slides 3-4] across Pages continues to include UNICEF's posts, as well as posts related to vaccine refusal and discrimination. In public Groups, high-interaction posts include posts around vaccine passports and required vaccination, along with personal stories from COVID survivors or of side effects. In this report, we also explore highly engaged content within the following themes:

- **Vaccination Lawsuits:** Many of the highest engaged Page posts with related keywords report on lawsuits over compulsory vaccinations related to employment. Additionally, there are reports of lawsuits attempting to stop children from being vaccinated. Group posts include varied stances on the same topics. [Slides 5-6]
- **Deciding to Get Vaccinated:** A number of high interaction Page posts on this topic come from public figures, with many politicians weighing in on both sides of the aisle. In Groups, we see posts from individuals reacting to this debate, sharing their personal thoughts and concerns. [Slides 7-8]
- **Pandemic Origins:** High interaction Page posts on the origins of COVID-19 shared news of the changing theories about COVID being potentially man-made, as well as changing social media policies around related content. Group posts covered similar topics, with meme posts around the same themes appearing as well. [Slides 9-10]

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 15, 2021 at 6:19 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage
(b)(6)

Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

- **Post-vaccination guidelines and protocols** drew high engagement after the CDC's new guidelines were announced, with the idea that "vaccinated people can gather without masks" appearing in headlines in Page posts. Group posts considered how the update might affect their specific interests and communities. [Slides 5-6]
- **Vaccine ingredients** saw higher interactions during this period in posts about fetal cells in the Johnson & Johnson vaccine, and religious leaders' corresponding recommendations to avoid it. [Slides 7-8]
- **Vaccine side effects** continue to be mentioned in posts mythbusting, educating, and reporting on different side effects, but also in personal Group posts looking for advice or commiseration around vaccine experiences and reactions as more people get vaccinated. [Slides 9-10]

This week, we also are including a one-off content insights report we did looking at Spanish-language content relevant to the US, which we thought might be interesting for you (as always, please do not share externally).

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 6:03 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

And adding in Chelsey, apologies!

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 5:47 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of February 10-24 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and public Groups in the CrowdTangle database [Slides 3-4] continues to include posts from UNICEF, as well as politically-related commentary/news around the vaccine rollout. Human-interest news stories around vaccination also garnered high engagement from Pages, while Groups saw higher engagement around personal experiences (both getting vaccinated or mentioning vaccines in the context of life updates). However, posts falling into the following themes also garnered high engagement:

- **COVID-19 and mental health** keywords appeared in multiple highly-engaged Page posts that focused on mental health effects on young people during the pandemic, with varying levels of criticism about how the situation is being handled. High-interaction Group posts tended to highlight personal struggles. [Slides 5-6]
- **Vaccine refusal** appeared in two main contexts in highly engaged posts - military refusals and consequences (often employment-related) for refusing the vaccine. [Slides 7-8]
- **Testing positive post-vaccination** appeared in news reports (seen in Page posts) covering specific instances, with especially high interactions around a story of four people in Oregon. Groups also shared similar news, but higher-engagement posts there tended to share personal stories or look for advice. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Date: Wednesday, February 17, 2021 at 5:37 AM
To: Kelly Perron (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you – very helpful!

From: Kelly Perron (b)(6)
Sent: Tuesday, February 16, 2021 9:00 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of January 27-February 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] includes a number of posts from UNICEF, celebrations and condemnations of the successes and failure of the vaccine rollout, and some additional criticism/skepticism around the vaccine and its efficacy (primarily in Groups). However, posts falling into the following themes also garnered high engagement:

- **Reports of deaths post-vaccination** continue to garner high interactions from both Pages (largely news organizations) and Groups, where a few personal reports appear mixed in with news articles. [Slides 5-6]
- **Double-masking**, while not directly related to the vaccine, drew high engagement as new studies and recommendations around wearing two masks were shared by both Pages and Groups. Some high-interaction posts from Pages mocked the idea and Fauci's changing position on it, while in Groups criticism came in meme form. [Slides 7-8]
- **Personal reports of vaccination** continue as more people are vaccinated. On Pages, highly engaged posts tend to highlight the experiences of public figures or government officials, but more graphic experiences with side effects - some looking for reassurance - garnered high interactions in Groups. [Slides 9-10]

As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Date: Tuesday, February 2, 2021 at 7:51 AM
To: Kelly Perron (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
Subject: RE: Crowd Tangle COVID-19 reports

Thank you!

From: Kelly Perron (b)(6)
Sent: Monday, February 1, 2021 8:39 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Itheme (b)(6)
Subject: Crowd Tangle COVID-19 reports

Hi All,

Sending along the latest CrowdTangle content insights report for the period of January 14-28 (attached). As always, please let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report. Here's the quick summary:

Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] included many posts from large health organizations like UNICEF, news around government and brands' COVID plans, and people reporting on their current local situation. However, posts falling into the following themes also garnered high engagement:

- **Vaccine and COVID variant** news drove high interactions, with reports and concern around vaccine effectiveness against new strains. In Groups, variants also entered the anti-vaccination conversation. [Slides 5-6]
- **Vaccine side effects** continued to be mentioned in highly-engaged posts, though they included educational content side effects and personal stories of minimal side effects from vaccination. However, reports of specific cases of severe side effects and death continued to garner engagement. [Slides 7-8]
- **Mandatory vaccination and vaccine passports** made news in posts from Pages as a result of new technology and United Airlines' desire to make vaccines mandatory. Group posts speculate about travel logistics and specific scenarios that will personally affect the various posters and audiences. [Slides 9-10]

As before, links to CrowdTangle Searches are included with each topic if you'd like to explore more!

Thanks,
Kelly

From: Lauren Balog Wright (b)(6)
Date: Tuesday, January 26, 2021 at 11:51 AM
To: Payton Iheme (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6) Kelly Perron (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports for WHO

Thank you, Payton and Carol!

Carol, as Payton mentioned, we'll send the next one on February 1st. Glad to hear they look like they will be useful!

Best,
Lauren

From: Payton Iheme (b)(6)
Date: Tuesday, January 26, 2021 at 11:34 AM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Priya Gangolly (b)(6) Kelly Perron

The full report is attached, but some highlights the CrowdTangle team would like to call to your attention are:

- Top engaged COVID and vaccine-related content overall across Pages and Groups [Slides 3-4] was largely a mix of educational posts, reports of successful vaccinations (from public figures and users), and news/commentary on COVID and the vaccination rollout.
- However, posts falling into the following themes, all of which have potential risks, also garnered high engagement:
 1. **Reports of healthcare workers refusing the vaccine**, driven largely by an article from Forbes, were widely shared and received high engagement in healthcare worker-centric Groups, as well as anti-vaccination Groups. [Slides 5-6]
 2. **Posts about alleged vaccine-related deaths**, especially news of a Miami doctor's death that is under investigation, got high engagement. Groups, especially anti-vaccination Groups, tended to share a larger variety of reported deaths from around the globe. [Slides 7-8]
 3. **News and reports of severe vaccine side effects included both first- and secondhand reports in Groups**, with users sharing photos and video related to their own experiences. Highly engaged Page posts contained some news reports of bad side effects, but also included content meant to educate the public (including from the CDC). [Slides 9-10]

We've included links to the searches we used to develop these insights in the report, but please let us know if you or anyone on your team has trouble accessing these searches. And of course, we welcome your feedback on the report's content, template and any other areas that might makes these most effective for your team.

Thank you,
Payton, Lauren and team

Obtained by America First Legal Foundation through litigation

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Mon, 10 May 2021 16:38:23 +0000
To: Genelle Adrien
Subject: RE: CV19 misinfo reporting channel

Genelle – you told me on the call on Thursday what this meeting was for but I didn't write it down and sadly I'm not sure. I thought it was about crowd tangle – what is it for again?

I'm embarrassed to ask! Sorry!

From: Genelle Adrien (b)(6)
Sent: Friday, May 7, 2021 11:27 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6); Carrie Adams (b)(6)
Subject: Re: CV19 misinfo reporting channel

Hi Carol – Following up from our meeting yesterday. It looks like Monday, May 17th at 12:00pm will work for onboarding meeting. The overlaps with your standing Census meeting you mentioned. We will plan to invite the email addresses below (those being onboarded).

Please let me know if any flags on your end.

Best,
Genelle

FACEBOOK

Genelle Quarles Adrien

Politics & Government Outreach

e: (b)(6) | w: (b)(6)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Tuesday, April 27, 2021 at 11:21 AM
To: Genelle Adrien (b)(6)
Cc: Payton Iheme (b)(6); Carrie Adams (b)(6)
Subject: RE: CV19 misinfo reporting channel

Ugh, so sorry I missed this. It looks correct but I think so might have access already, but not sure.

From: Genelle Adrien (b)(6)
Sent: Tuesday, April 27, 2021 11:05 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6); Carrie Adams (b)(6)
Subject: Re: CV19 misinfo reporting channel

Hi Carol – Hope the week is off to a good start. I wanted to bump this and see if you had any edits/additions to the onboarding list below.

Let us know if you have any questions.

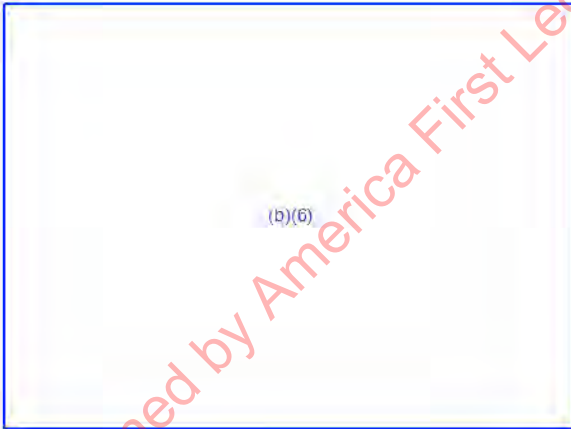
Best,
Genelle

From: Genelle Adrien (b)(6)
Date: Tuesday, April 13, 2021 at 3:50 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6), Chelsey Lepage (b)(6)
Subject: (b)(4)

Hi Carol – Hope the week is off to a good start. We’re working to get our COVID-19 misinfo channel up for CDC and Census colleagues. Could you kindly confirm if the below emails are correct for onboarding to the reporting channel and if there are others you’d like to include?

Please let me know if you have any questions.

Thank you!
Genelle



FACEBOOK

Genelle Quarles Adrien

Politics & Government Outreach

e: (b)(6) w: [facebook.com/gpa](https://www.facebook.com/gpa)

From: Genelle Adrien
Sent: Tue, 27 Apr 2021 15:30:04 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: Payton Iheme; Carrie Adams
Subject: Re: CV19 misinfo reporting channel

Thanks, Carol! Now worries. We will go ahead with this list and keep you posted on next steps in the coming days.

Genelle

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Tuesday, April 27, 2021 at 11:21 AM
To: Genelle Adrien (b)(6)
Cc: Payton Iheme (b)(6); Carrie Adams (b)(6)
Subject: RE: CV19 misinfo reporting channel

Ugh, so sorry I missed this. It looks correct but I think so might have access already, but not sure.

From: Genelle Adrien (b)(6)
Sent: Tuesday, April 27, 2021 11:05 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6); Carrie Adams (b)(6)
Subject: Re: CV19 misinfo reporting channel

Hi Carol – Hope the week is off to a good start. I wanted to bump this and see if you had any edits/additions to the onboarding list below.

Let us know if you have any questions.

Best,
Genelle

From: Genelle Adrien (b)(6)
Date: Tuesday, April 13, 2021 at 3:50 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Payton Iheme (b)(6), Chelsey Lepage (b)(6)
Subject: CV19 misinfo reporting channel

Hi Carol – Hope the week is off to a good start. We're working to get our COVID-19 misinfo channel up for CDC and Census colleagues. Could you kindly confirm if the below emails are correct for onboarding to the reporting channel and if there are others you'd like to include?

Please let me know if you have any questions.

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Mon, 26 Jul 2021 17:14:50 +0000
To: Liz Lagone
Cc: Carrie Adams; Payton Itheme
Subject: RE: FB Misinformation Claims_Help Debuning

Got it, let me get back to you shortly and thank you much for asking!

From: Liz Lagone (b)(6)
Sent: Monday, July 26, 2021 12:58 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6); Payton Itheme (b)(6)
Subject: FB Misinformation Claims_Help Debuning

Hi Carol, I hope you're well!

Our Misinformation Policy team has identified some claims that we were hoping your team could **help us understand if they are false and can lead to harm?** The three claims include:

1. Spike protein in COVID-19 vaccines is dangerous/cytotoxic
2. Guillain-Barre Syndrome (GBS) is a possible side effect of the COVID vaccine
3. Heart inflammation is a possible side effect of all COVID-19 vaccines (including non mRNA vaccines)

In addition, I was wondering if your team was aware of any global source of truth/database for vaccine adverse effects including possibly vaccine-related deaths?

Please let me know if you have any questions about the above, and thank you so much again for the CDC's help!

Best,
Liz

--
Liz Lagone | Health & Well-Being Policy

FACEBOOK

From: Carrie Adams
Sent: Wed, 28 Jul 2021 18:46:45 +0000
To: Crawford, Carol Y. (CDC/OD/OADC); Liz Lagone
Cc: Gordon, Stephanie (CDC/OD/OADC); Payton Iheme
Subject: Re: FB Misinformation Claims_Help Debunking

Great! I'll let Liz gather some more claims and before we set a date, I'll reach out on topics so you can get the right folks on the call.

CA

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Wednesday, July 28, 2021 at 2:36 PM
To: Carrie Adams (b)(6) Liz Lagone (b)(6)
Cc: Gordon, Stephanie (CDC/OD/OADC) (b)(6) Payton Iheme (b)(6)
Subject: RE: FB Misinformation Claims_Help Debunking

Yes, we would love to do that. I do think getting the claims several days in advance will be critical to being sure we have what you need.

From: Carrie Adams (b)(6)
Sent: Wednesday, July 28, 2021 2:30 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Liz Lagone (b)(6)
Cc: Gordon, Stephanie (CDC/OD/OADC) <rmy8@cdc.gov>; Payton Iheme (b)(6)
Subject: Re: FB Misinformation Claims_Help Debunking

Thank you so much, Carol!

Liz and I have been talking about in addition to our weekly meetings, doing a monthly misinfo / debunking meeting, with maybe claim topics communicated a few days prior so that you can bring in the matching experts and chat casually for 30 minutes or so. Is that something you'd be interested in?

CA

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Wednesday, July 28, 2021 at 1:57 PM
To: Liz Lagone (b)(6)
Cc: Carrie Adams (b)(6) Gordon, Stephanie (CDC/OD/OADC)
(b)(6) Payton Iheme (b)(6)
Subject: RE: FB Misinformation Claims_Help Debunking

Liz – Below is some details from the team. I know it is a lot, does it give you what you need? In terms of the global database question at the end, I included some VAERS background below. This page adds

2. A life-threatening AE;
 3. Inpatient hospitalization or prolongation of existing hospitalization;
 4. A persistent or significant incapacity or substantial disruption of the ability to conduct normal life functions;
 5. A congenital anomaly/birth defect;
 6. An important medical event that based on appropriate medical judgement may jeopardize the individual and may require medical or surgical intervention to prevent one of the outcomes listed above.
- Cases of Multisystem Inflammatory Syndrome
 - Cases of COVID-19 that result in hospitalization or death

Healthcare providers are encouraged to report to VAERS any additional clinically significant AEs following vaccination, even if they are not sure the vaccine caused the event.”

From: Liz Lagone (b)(6)
Sent: Monday, July 26, 2021 12:58 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6) Payton Itheme (b)(6)
Subject: (b)(4)

Hi Carol, I hope you're well!

Our Misinformation Policy team has identified some claims that we were (b)(4)
(b)(4)

(b)(4)

Please let me know if you have any questions about the above, and thank you so much again for the CDC's help!

Best,
Liz

--
Liz Lagone | Health & Well-Being Policy

FACEBOOK

Bumping this—thanks all!

From: Carrie Adams (b)(6)
Date: Thursday, October 28, 2021 at 10:14 AM
To: Liz Lagone (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)
Subject: Re: Follow up to Vaccine Misinformation Discussion

Hi All –

I know you're all completely slammed – we are holding on updating our Covid Information Center, FAQs on Covid, and our internal policies until we get the clarification on the highlighted questions below—could we get those today?

Thank you!

Upcoming EAU Authorization for COVID-19 vaccines for kids (b)

- For children 5-15, will the FDA's extension of EUA mean For children 5-15, will the FDA's extension of EUA mean the vaccine is:
 - Safe?
 - Effective?
 - Provides some immunity?
 - Has been appropriately tested?
 - Is non-experimental?
- Is there any evidence that the COVID-19 vaccine kills or seriously harms children?
- Is there any evidence that the COVID-19 vaccine causes any harmful side effects in children?
- Is there any evidence that the COVID-19 vaccine causes any of the following side effects:
 - ALS
 - MS
 - COVID-19
 - Autism
 - Shedding
 - Changing one's genetic makeup or DNA
 - Blood clots
 - Alzheimer's
 - Prion's disease
 - Bell's Palsy
 - Magnetism
 - Future reproductive issues (miscarriages, infertility, birth defects, erectile dysfunction)

Upcoming EAU Authorization for COVID-19 vaccines for kids

- Is there any evidence that the spike proteins in COVID-19 vaccines are dangerous for children?

From: Liz Lagone (b)(6)
Date: Wednesday, October 27, 2021 at 11:57 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Carrie Adams (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)
Subject: Re: Follow up to Vaccine Misinformation Discussion

Thanks, Carol and exciting news about the Advisory panels recommendation!

Just checking if there are any updates from your end, Kristen?

Many thanks and all the best,

Liz

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Monday, October 25, 2021 at 10:30 AM
To: Liz Lagone (b)(6) Carrie Adams (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)
Subject: RE: Follow up to Vaccine Misinformation Discussion

I don't believe Kristen will be completed by the end of the day but I know she is actively working on it. I've copied her in directly to respond.

From: Liz Lagone (b)(6)
Sent: Monday, October 25, 2021 12:21 PM
To: Carrie Adams (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)
Subject: Re: Follow up to Vaccine Misinformation Discussion

Hi all, hope you had a nice weekend. I wanted to follow up about the remaining misinformation claims pertaining to EUA authorization for COVID-19 vaccines for 5-11 year olds.

Would it be possible to confirm whether the highlighted claims in the deck are debunked by CDC by the end of day by chance? That will enable us to begin removing harmful claims ASAP following an announcement this week.

Many thanks!

Liz

From: Carrie Adams (b)(6)
Date: Wednesday, October 20, 2021 at 6:54 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Liz Lagone (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)
Subject: Re: Follow up to Vaccine Misinformation Discussion

Thank you!

Carrie E. Adams

facebook, inc. | politics & government

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

On Oct 20, 2021, at 8:47 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

I just wanted to confirm that Kristen is on this and I think she is hoping to have some info by Friday.

From: Liz Lagone (b)(6)

Sent: Tuesday, October 19, 2021 5:31 PM

To: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC)

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

Cc: Carrie Adams (b)(6)

Subject: Follow up to Vaccine Misinformation Discussion

Hi Carol,

Thank you so much again for taking the time, along with Kristin, to meet with our team earlier today. It was incredibly helpful as we are trying to do everything we can to be ready to remove anticipated misinformation claims immediately following EAU approval for the Pfizer vaccine for children under 12.

As discussed, I am sharing the deck we reviewed today with all the claims and have highlighted the remaining ones requiring debunking. Of most time sensitivity is those pertaining to children (slides 2-4) for which we really appreciate your team's reply by end of week so we can execute quickly as soon as the EUA is granted. Slides 5-7 are the claims about vaccines at large we did not have time to review, which are also important, but not quite as time sensitive.

Please let me know if you have any questions about what's attached.

Many thanks again and all the best,

Liz

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Liz Lagone | Health & Well-Being Policy

FACEBOOK

Bumping this—thanks all!

From: Carrie Adams (b)(6)
Date: Thursday, October 28, 2021 at 10:14 AM
To: Liz Lagone (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)
Subject: Re: Follow up to Vaccine Misinformation Discussion

Hi All –

I know you're all completely slammed – we are holding on updating our Covid Information Center, FAQs on Covid, and our internal policies until we get the clarification on the highlighted questions below—could we get those today?

Thank you!

From: Liz Lagone (b)(6)
Date: Wednesday, October 27, 2021 at 11:57 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Carrie Adams (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)
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facebook, inc. | politics & government
(b)(6) | (b)(6)

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Liz

--

Liz Lagone | Health & Well-Being Policy

Obtained by America First Legal Foundation through litigation.

To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Layton, Kathleen (CDC/OD/OADC)
(b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) (b)(6)
Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6) Lane, Lindsay (CDC/DDID/NCIRD/OD) (CTR)
(b)(6) (b)(6) Aspinwall,
Brooke (CDC/DDID/NCIRD/OD) (b)(6)
Subject: (b)(4)

Hi All,

Welcome back from Memorial Day!

Making sure everyone who has been whitelisted to our misinfo claims portal has all the info they need to start submitting claims. (A few helpful files attached.)

If anyone has any specific questions, please let us know!

Carrie

Carrie E. Adams

facebook, inc. | politics & government

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

Obtained by America First Legal Foundation through litigation.

From: Carrie Adams (b)(6)

Sent: Tuesday, June 1, 2021 3:02 PM

To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Layton, Kathleen (CDC/OD/OADC)
(b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) (b)(6)
Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6) Lane, Lindsay (CDC/DDID/NCIRD/OD) (CTR)
(b)(6) (b)(6) Aspinwall,
Brooke (CDC/DDID/NCIRD/OD) (b)(6)
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Carrie

Carrie E. Adams

facebook, inc. | politics & government

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

Obtained by America First Legal Foundation through litigation.

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Tue, 2 Nov 2021 18:54:26 +0000
To: Liz Lagone; Dempsey, Jay H. (CDC/OD/OADC); Nordlund, Kristen (CDC/DDID/NCIRD/OD); Gordon, Stephanie (CDC/OD/OADC)
Cc: Carrie Adams
Subject: RE: New Claims & Policy updates following EAU authorization for 5-11 year olds

Got it, Liz. I'm going to work on this one with some other vaccine staff and take this one off of Kristen. I hope we can do it by Monday, I will keep you posted.

Thank you so much for the feedback on what you've been able to do. This is very good to know.

From: Liz Lagone (b)(6)
Sent: Tuesday, November 2, 2021 1:22 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6)
Subject: New Claims & Policy updates following EAU authorization for 5-11 yearlds

Hi Carol, Kristen, and team!

Kristen, thanks so much for confirming the ability for the claims in question last week having the risk of causing vaccine refusals. And thank you all so much for your input over the last week on our many questions about vaccine misinformation relative to the EUA.

I wanted to share that as a result of our work together, when the FDA gave emergency use authorization to the Pfizer vaccine for children last week, we immediately [updated](#) our policies globally to remove additional false claims about the COVID-19 vaccine for children (e.g. "the COVID vaccine is not safe for kids"). We also launched a new feature on Instagram, where accounts that repeatedly post content that violates our policies on COVID-19 or vaccine misinformation may now lose the ability to be tagged or mentioned or may see pop-ups asking if they'd like to delete certain posts that may violate our policies.

As part of our regular monitoring of new claims about vaccines prevalent on our platform, **we have identified a number of additional claims we would like to get your team's assessment on (apologies this is coming so quickly after the last round that were specific to the EUA's timing!). Would it at all be possible to get input by Monday, November 8th?**

For each of the following new claims, which we've recently identified on the platform, **can you please tell us if:**

1. **The claim is false; and**
2. **If believed, could this claim contribute to vaccine refusals?**

Please let me know if you have any questions or concerns, and otherwise thank you so much in advance for your help!

Best,
Liz

Claims about COVID-19 vaccines

1. **COVID-19 vaccines weaken the immune system**
 - a. Is this false?
 - b. Could this lead to vaccine refusals?

2. **COVID-19 vaccines alter blood color/the blood of people who have been vaccinated appears different from the blood of people who have not been vaccinated.**
 1. Is this false?
 2. Could this lead to vaccine refusals?

3. **COVID-19 vaccines cause autoimmune diseases**
 - a. Is this false?
 - b. Could this lead to vaccine refusals?

1. **Antibody-dependent enhancement (ADE) is a side-effect of COVID-19 vaccines**
 1. Is this false?
 2. Could this lead to vaccine refusals?

1. **COVID-19 vaccines cause acquired immunodeficiency syndrome (AIDS)**
 - a. Is this false?
 - b. Could this lead to vaccine refusals?

1. **Breast milk from a vaccinated parent is harmful to babies/children**
 - a. Is this false?
 - b. Could this lead to vaccine refusals?

1. **COVID vaccine causes multisystem inflammatory syndrome in children (MIS-C)**
 - a. Is this false?
 - b. Could this lead to vaccine refusals?

Claims about all vaccines

1. **Vaccines are not effective in preventing diseases for which vaccines exist, or in reducing the risk of illness or mortality from vaccine-preventable diseases.**
 - a. Is this false for all approved vaccines?
 - b. Could this lead to vaccine refusals?

2. **Acquiring a vaccine-preventable disease cannot cause death.**
 - a. Is this false?
 - b. Could this lead to vaccine refusals?

1. **Vitamins and minerals (either derived from natural sources or supplements) are as effective as vaccines in preventing diseases for which vaccines exist.**

- a. Is this false for all approved vaccines?
- b. Could this lead to vaccine refusals?



Liz Lagone (she/her)

Health & Well-Being Policy

[Meta](#)

Obtained by America First Legal Foundation through litigation.

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Mon, 8 Nov 2021 21:01:34 +0000
To: Liz Lagone; Dempsey, Jay H. (CDC/OD/OADC); Gordon, Stephanie (CDC/OD/OADC)
Cc: Carrie Adams
Subject: RE: New Claims & Policy updates following EAU authorization for 5-11 yearlds

Hmm. Sorry I missed that, let me check on #2.

From: Liz Lagone (b)(6)
Sent: Monday, November 8, 2021 3:03 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6)
Subject: Re: New Claims & Policy updates following EAU authorization for 5-11 yearlds

Thanks so much, Carol! Can you confirm if #2 is False as well? I see the links, but not the answer (or is this one that is still pending?)

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Monday, November 8, 2021 at 11:25 AM
To: Liz Lagone (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6)
Subject: RE: New Claims & Policy updates following EAU authorization for 5-11 yearlds

We are still working on the "All Vaccines" section but here are some responses for COVID. Thanks!

It appears that any of these could potentially cause vaccine refusal.

1. **COVID-19 vaccines weaken the immune system**

- a. Is this false?
- b. Could this lead to vaccine refusals?

False. COVID-19 vaccination will help protect people from getting COVID-19. Adults and children may have some side effects from the vaccine, which are normal signs that their body is building protection. These side effects may affect their ability to do daily activities, but they should go away in a few days. Some people have no side effects, and allergic reactions are rare. Learn how [mRNA vaccines work](#).

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html> or
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html>.

2. **COVID-19 vaccines alter blood color/the blood of people who have been vaccinated appears different from the blood of people who have not been vaccinated.**

- a. Is this false?
- b. Could this lead to vaccine refusals?

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html> or <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html>.

3. **COVID-19 vaccines cause autoimmune diseases**

- a. Is this false?
- b. Could this lead to vaccine refusals?

False. COVID-19 vaccines have undergone—and continue to undergo—the most intensive safety monitoring in U.S. history. Serious side effects were rare and self-limiting.

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html> or <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html>.

4. **Antibody-dependent enhancement (ADE) is a side-effect of COVID-19 vaccines**

- a. Is this false?
- b. Could this lead to vaccine refusals?

False. Adults and children may have some side effects from the vaccine, which are normal signs that their body is building protection. These side effects may affect their ability to do daily activities, but they should go away in a few days. Some people have no side effects, and allergic reactions are rare. Find a list of [common side effects](#) and what to expect after vaccination.

5. **COVID-19 vaccines cause acquired immunodeficiency syndrome (AIDS)**

- a. Is this false?
- b. Could this lead to vaccine refusals?

False. COVID-19 vaccines have undergone—and continue to undergo—the most intensive safety monitoring in U.S. history. Serious side effects were rare and self-limiting.

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html> or <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html>.

6. **Breast milk from a vaccinated parent is harmful to babies/children**

- a. Is this false?
- b. Could this lead to vaccine refusals?

False. Recent reports have shown that breastfeeding people who have received mRNA COVID-19 vaccines have antibodies in their breastmilk, which could help protect their babies. More data are needed to determine what level of protection these antibodies may provide to the baby. Learn more about [COVID-19 vaccines and pregnancy](#).

7. **COVID vaccine causes multisystem inflammatory syndrome in children (MIS-C)**

- a. Is this false?
- b. Could this lead to vaccine refusals?

False. Children who get infected with the virus that causes COVID-19 can develop serious complications like [multisystem inflammatory syndrome \(MIS-C\)](#)—a condition where different body parts become inflamed, including the heart, lungs, kidneys, brain, skin, eyes, or gastrointestinal organs. COVID-19 vaccination among children ages 5 through 11 years is critical to preventing infection and possible severe disease, as well as reducing the spread of COVID-19.

From: Liz Lagone (b)(6)

Sent: Tuesday, November 2, 2021 1:22 PM

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

(b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6) Gordon, Stephanie (CDC/OD/OADC) (b)(6)

Cc: Carrie Adams (b)(6)

Subject: New Claims & Policy updates following EAU authorization for 5-11 year olds

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Liz Lagone (she/her)
Health & Well-Being Policy
[Meta](#)

Obtained by America First Legal Foundation through litigation.

Cc: Gordon, Stephanie (CDC/OD/OADC) (b)(6)
Subject: RE: Omicron Policy Updates

Carrie – its looking like we'll be able to get back to you by Tuesday and should be via e-mail.

Thanks!

From: Carrie Adams (b)(6)
Sent: Thursday, January 6, 2022 10:46 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Subject: Re: Omicron Policy Updates

Thank you!

Carrie E. Adams

Meta | politics & government

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

On Jan 6, 2022, at 10:41 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Just letting you know I see this and I will get back to you about the best strategy tomorrow.

From: Carrie Adams (b)(6)
Sent: Thursday, January 6, 2022 11:53:29 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Subject: Omicron Policy Updates

Hi Carol,

I have a few more rounds of questions from our misinfo policy team.

A few of them are straightforward, but the others could require some more nuance, which may be easier over a call early next week with the right folks on the horn.

Here's what we've got:

1. We currently remove content that claims COVID-19 is no more dangerous to people than the common flu or cold.

a. Is this claim also false as to the Omicron variant?

2. We currently remove content that claims that the mortality rate of COVID-19 is the same or lower than seasonal influenza.

b. Is this claim also false as to the Omicron variant?

3. We currently remove content that claims that COVID-19 vaccines are not effective in preventing COVID-19.

- a. Is this claim also false as to preventing infection from the Omicron variant?
- b. If so, how effective are the vaccines in preventing someone from being infected with the Omicron variant?
- c. Is it true that COVID-19 vaccines are effective at preventing serious illness and death from Omicron?

4. The CDC [website](#) says: “COVID-19 vaccines are effective at preventing infection, serious illness, and death.”

- a. Could you provide any additional specificity as to what “effective” means here (e.g. 90% effective at preventing infection)?
- b. Is there a point in time post-vaccination when vaccines are no longer effective at preventing either infection, serious illness, or death (e.g. 6 months)?

[1] <https://covid.cdc.gov/covid-data-tracker/#new-hospital-admissions>

[2] <https://www.cdc.gov/flu/weekly/index.htm>

[3] <https://www.cdc.gov/flu/weekly/index.htm>

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b. Is there a point in time post-vaccination when vaccines are no longer effective at preventing either infection, serious illness, or death (e.g. 6 months)?

Obtained by America First Legal Foundation through litigation.

Learn more about the [ingredients](#) in the COVID-19 vaccinations authorized for use in the United States.

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Sent: Thursday, June 3, 2021 2:57 PM
To: Liz Lagone (b)(6)
Cc: Carrie Adams (b)(6) Payton Itheme (b)(6)
Subject: Re: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Yes they are debunked and we will also have content on it soon.

From: Liz Lagone (b)(6)
Sent: Thursday, June 3, 2021 2:15:50 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6) Payton Itheme (b)(6)
Subject: Re: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Sorry Carol, I have one further question to clarify with you about the below 3 claims. Based on your additional comments, does that mean we should consider these debunked by the CDC now and web content or TPs are forthcoming or that once the content and TPs are cleared, we should consider them debunked?

Thank you,
Liz

4. **COVID-19 vaccines cause Prion's disease**
 - a. Not able to debunk now; inconclusive – web content to debunk is in clearance

6. **COVID-19 vaccines cause bell's palsy**
 - a. Not able to debunk now; inconclusive – web content to debunk is in clearance

8. **COVID-19 vaccines cause erectile dysfunction**
 - a. To be debunked or deemed inconclusive by cdc--Will have a cleared TP soon.

From: Liz Lagone (b)(6)
Date: Wednesday, June 2, 2021 at 7:00 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6) Payton Itheme (b)(6)
Subject: Re: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Thank you so much!! Hugely helpful!

Best,
Liz

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Wednesday, June 2, 2021 at 6:58 PM
To: Liz Lagone (b)(6)
Cc: Carrie Adams (b)(6) Payton Itheme (b)(6)
Subject: Re: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Hi Liz- Notes below on some. I hope this helps. I will let you know when we have cleared points.

1. **COVID-19 vaccines causing magnetism**
 - a. Debunked. Will have a cleared TP soon.

2. **Face masks contain harmful nano worms or harmful particles**
 - a. Debunked.

3. **COVID-19 vaccines cause Alzheimer's**
 - a. Not able to debunk now; inconclusive – web content to debunk is in clearance

4. **COVID-19 vaccines cause Prion's disease**
 - a. Not able to debunk now; inconclusive – web content to debunk is in clearance

5. **COVID-19 vaccines cause a cytokine storm**
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6. **COVID-19 vaccines cause bell's palsy**
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7. **People who are receiving COVID-19 vaccines are subject to medical experiments**
 - a. Debunked; CDC notes this likely stems from the vaccines only having EUA now and equating lack of full authorization as being involuntary part of a medical experiment.

8. **COVID-19 vaccines cause erectile dysfunction**
 - a. To be debunked or deemed inconclusive by cdc
Will have a cleared TP soon.

From: Liz Lagone (b)(6)
Sent: Tuesday, June 1, 2021 8:49 PM
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: Carrie Adams; Payton Iheme
Subject: Re: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Hi Carol, I hope you're well and had a restful long weekend. I wanted to follow up on my below email and see if you needed any further information or context about the COVID-19 vaccine claims below we'd love CDC's help in debunking.

Please let me know, and thank you so much in advance for your help.

Best,

Liz

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Tuesday, May 25, 2021 at 5:12 AM
To: Liz Lagone (b)(6)
Cc: Carrie Adams (b)(6) Payton Iheme (b)(6)
Subject: RE: RE_It was this list, sorry! FW: Agenda item for CDC call this week

I thought the transcript would be online but I don't see it posted yet, sorry.

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To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Cc: Carrie Adams (b)(6) Payton Iheme (b)(6)
Subject: Re: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Thanks so much, Carol. And yes, I've definitely noted that you wanted to check these answers with others on your team to confirm responses.

Also, I meant to ask in my email earlier, but I recall it was either you or Sam mentioning that you could share a transcript from Dr. Walensky's testimony last week where she touched on the question of whether COVID-19 could be man-made; is that something that you have handy and are able to share?

Many thanks again,

Liz

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To: Liz Lagone (b)(6)
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Subject: RE: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Thank you Liz, I will check on our end. On some of the below, I'd like to note that we had no scientific experts on the call so these were our thoughts but we will definitely check all of this on our end.

Thanks.

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Cc: Carrie Adams (b)(6) Payton Itheme (b)(6)
Subject: RE_It was this list, sorry! FW: Agenda item for CDC call this week

Hi Carol,

Thanks so much again for you and team's help in debunking a few COVID-19 and vaccine misinformation claims for us. As follow up to our meeting, please see the list of claims below with notes from our conversation last Thursday morning.

If you could please confirm the conclusions I've noted below based on our discussion, that would be great, and I've also indicated the one your team noted follow up was needed before debunking (#12).

Please let me know if you have any questions.

Many thanks!

Liz

1. **Is the claim "COVID-19 is man-made" false, unproven, unsupported by evidence, or true?**
 - a. Inconclusive; It is most likely that this virus started within animals and jumped to humans, however, CDC director in her testimony yesterday said being man made was technically possible because we do not know the origin still. It being man made is theoretically possible, but extremely unlikely.
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cycle changes (already [debunked by CDC](#)) but also miscarriages, blood clotting, bleeding, bruising, general sickness)

- a. Debunked; CDC has also specifically debunked claims around vaccine shedding and menstruation side effects from being around people who were vaccinated

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- a. Debunked

5. **Face masks contain harmful nano worms or harmful particles**

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11. **People who are receiving COVID-19 vaccines are subject to medical experiments**

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12. **COVID-19 vaccines cause erectile dysfunction**

- a. To be debunked or deemed inconclusive by CDC

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

Date: Monday, May 24, 2021 at 12:31 PM

To: Carrie Adams [REDACTED] (b)(6)

Subject: It was this list, sorry! FW: Agenda item for CDC call this week

Sent wrong e-mail!!!

From: Payton Iheme [REDACTED] (b)(6)

Sent: Wednesday, May 19, 2021 4:19 PM

To: Crawford, Carol Y. (CDC/OD/OADC) [REDACTED] (b)(6)

Subject: Re: Agenda item for CDC call this week

Hi Carol,

To help with scoping on your end for Thursday...here are some of the COVID content items that Liz will be flagging for you/CDC team:

1. **It is not safe for women on their period to take the COVID-19 vaccine**
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Best,

Payton

From: Carol Crawford <(b)(6)>
Date: Tuesday, May 18, 2021 at 8:27 AM
To: Payton Itheme <(b)(6)>
Subject: RE: Agenda item for CDC call this week

Thanks for heads up. I'm going to include Cynthia Jorgenson again (and possibly some others).

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Hey Payton, thanks for giving me some of the agenda this week with CDC! I'm excited to get into some policy stuff with them.

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Thanks so much,
Liz

--

Liz Lagone | Health & Well-Being Policy



From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Wed, 2 Jun 2021 13:21:36 +0000
To: Liz Lagone
Cc: Carrie Adams; Payton Iheme
Subject: Re: RE_It was this list, sorry! FW: Agenda item for CDC call this week

I'm sorry for the delay. Let me check. We were trying to get our SMEs to review.

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Sent: Tuesday, June 1, 2021 8:49 PM
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Cc: Carrie Adams; Payton Iheme
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Thanks so much,
Liz

--

Liz Lagone | Health & Well-Being Policy



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.

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.

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 (b)(5)

(b)(5)

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

(b)(5)

Thanks.

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

To: Crawford, Carol Y. (CDC/OD/OADC) [REDACTED]

Subject: Re: This week's meeting

Hi Carol,

Yes, I think good to have questions from Census so we make sure we have the right person. I can ask Liz to join again so she can be asked questions/provide more information about influencers and I have noted your question about removals and will tee that up as well.

What you have below is a pretty full agenda so I will start to shape it based on what you have below.

From: Carol Crawford [REDACTED]

Date: Tuesday, March 30, 2021 at 7:38 PM

To: Payton Itheme [REDACTED]

Subject: RE: This week's meeting

The CDC team mentioned to me that they would like to have more info from Liz about what is being done on the amplification-side and gain a better understanding how FB is working with influencers. The team is still interested in more info on how you analyze the data on removals, etc. I didn't ask Census if they had questions...but I know they were hoping to go over the deck they had and discuss how to engage on a more regular basis. I'm not sure what you all are preparing for them? (that might have slipped my mind from last week, sorry if so).

Thanks!

From: Payton Itheme [REDACTED]

Sent: Tuesday, March 30, 2021 3:16 PM

To: Crawford, Carol Y. (CDC/OD/OADC) [REDACTED]

Subject: Re: This week's meeting

Hi Carol,

Yes, I did see and 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) and it would be great to have questions that may not have been answered from your team on misinfo. That team is very busy so it's a good opportunity to did deeper on that topic and especially if there are areas that are still unclear or the teams have concerns about.

I will stand by.

Best,

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Tue, 30 Mar 2021 23:47:39 +0000
To: Payton Itheme
Subject: RE: This week's meeting

Ok, I'll confirm with them in the morning.

From: Payton Itheme (b)(6)
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Subject: Re: This week's meeting

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Hi Carol,

From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Date: Thursday, August 19, 2021 at 4:16 PM
To: Carrie Adams (b)(6)
Subject: RE: VAERS Policy Consultation

I just realized the SME is out this week so I'm going to have to verify the time Monday.

Also, coincidentally, I had this half typed to send up to you on VAERS. If of use, we just published a new video and I've attached some recent talking points that may also inform your efforts. We also plan to get some related myth's posted to our website.

[VAERS and Vaccine Safety: How it Works - YouTube](#)

From: Carrie Adams (b)(6)
Sent: Thursday, August 19, 2021 4:05 PM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Subject: Re: VAERS Policy Consultation

Wonderful!

Carrie E. Adams
facebook, inc. | politics & government
(b)(6) | (b)(6)

On Aug 19, 2021, at 3:55 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

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We have a few folks based in Singapore that would need to attend, so hoping an **11am , Friday August 27th** timeframe would work for you / any of your SMEs who you think should join.

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Carrie E. Adams
facebook, inc. | politics & government
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Obtained by America First Legal Foundation through litigation.

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facebook, inc. | politics & government
(b)(6) (b)(6)

On Aug 19, 2021, at 3:55 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

I'm sure we can do this – and I'm glad your asking. I'll get back to you on the date/time soon.

From: Carrie Adams (b)(6)
Sent: Thursday, August 19, 2021 11:07 AM
To: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)
Subject: VAERS Policy Consultation

Hi Carol,

Our Health Policy folks would like to meet with your VAERS experts for a consultation meeting on our policies regarding VAERS and misinformation.

We have a few folks based in Singapore that would need to attend, so hoping an **11am , Friday August 27th** timeframe would work for you / any of your SMEs who you think should join.

Would that work for you?

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

Subject: VAERS Policy Consultation

Hi Carol,

Our Health Policy folks would like to meet with your VAERS experts for a consultation meeting on our policies regarding VAERS and misinformation.

We have a few folks based in Singapore that would need to attend, so hoping an **11am , Friday August 27th** timeframe would work for you / any of your SMEs who you think should join.

Would that work for you?

CA

Carrie E. Adams

facebook, inc. | politics & government

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

<VAERS talking points 8.16_AH_PM_CLEAN COPY.docx>

Obtained by America First Legal Foundation through litigation

Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

- **Post-vaccination guidelines and protocols** drew high engagement after the CDC's new guidelines were announced, with the idea that "vaccinated people can gather without masks" appearing in headlines in Page posts. Group posts considered how the update might affect their specific interests and communities. [Slides 5-6]
- **Vaccine ingredients** saw higher interactions during this period in posts about fetal cells in the Johnson & Johnson vaccine, and religious leaders' corresponding recommendations to avoid it. [Slides 7-8]
- **Vaccine side effects** continue to be mentioned in posts mythbusting, educating, and reporting on different side effects, but also in personal Group posts looking for advice or commiseration around vaccine experiences and reactions as more people get vaccinated. [Slides 9-10]

This week, we also are including a one-off content insights report we did looking at Spanish-language content relevant to the US, which we thought might be interesting for you (as always, please do not share externally).

Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 6:03 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

And adding in Chelsey, apologies!

From: Kelly Perron (b)(6)
Date: Monday, March 1, 2021 at 5:47 PM
To: "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Cc: Priya Gangolly (b)(6) Lauren Balog Wright (b)(6) Payton Iheme (b)(6)
Subject: Re: Crowd Tangle COVID-19 reports

From task force:

I would suggest deleting everything after (b)(5) 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 (b)(5)

(b)(5)

From: Genelle Adrien <genelleadrien@fb.com>
Sent: Tuesday, May 4, 2021 9:19 AM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Cc: Payton Itheme <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>
Sent: Tuesday, May 4, 2021 8:45 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Cc: Payton Iheme <payton@fb.com>; McDaniel, Rebecca (CDC/OD/OADC) <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>
Date: Tuesday, May 4, 2021 at 7:53 PM
To: Genelle Adrien <genelleadrien@fb.com>, Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Cc: Payton Iheme <payton@fb.com>, McDaniel, Rebecca (CDC/OD/OADC) <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 (b)(5) 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.

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



Attaching the latest CrowdTangle content insights report for the period of February 24-March 10 (attached). Here's the quick summary:

Top engaged COVID vaccine-related content overall across Pages and Groups [Slides 3-4] continues to include many posts from UNICEF, as well as politically-related commentary and news around the vaccine rollout. Public figure vaccinations (notably, Dolly Parton's) garnered high engagement from Pages, while Groups still saw high engagement around personal experiences, in addition to more general news-sharing around vaccines. However, posts falling into the following themes also garnered high engagement:

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Let us know if you have any questions or particular keywords/topics you'd like us to explore for the next report.

Thanks,
Kelly

From: Kelly Perron <kperron@fb.com>

Date: Monday, March 1, 2021 at 6:03 PM

To: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

Cc: Lauren Balog Wright <lbw@fb.com>, Payton Itheme <payton@fb.com>, Chelsey Lepage <chelseylepage@fb.com>

Subject: Re: Crowd Tangle COVID-19 reports

And adding in Chelsey, apologies!

From: Kelly Perron <kperron@fb.com>

Date: Monday, March 1, 2021 at 5:47 PM

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.
- (b)(5)
- Monitor your health daily.

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

(b)(5)

Treatment Outside of the Hospital

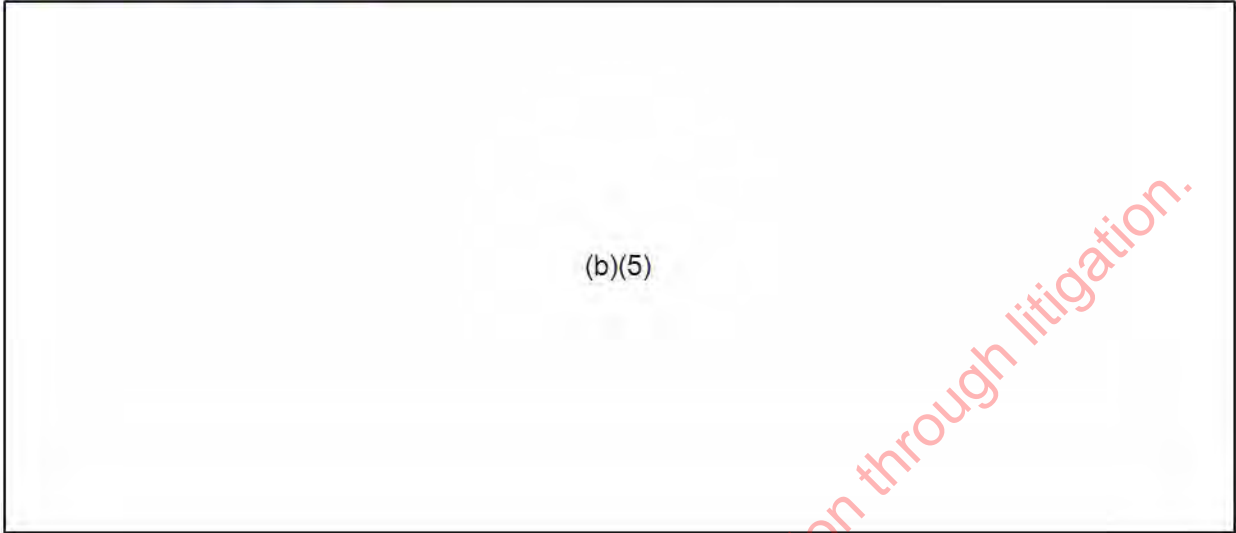
(b)(5)

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



Becky McDaniel
Health Communication Specialist
(404) 536-6002

Obtained by America First Legal Foundation through litigation.

- 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>
Sent: Tuesday, February 16, 2021 2:06 PM
To: Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>
Cc: LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>
Subject: Google meeting at 4

They said they do want to discuss vaccines: [redacted (b)(5)] 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)

[redacted (b)(6)] United States, Atlanta

[redacted (b)(6)] United States (Toll-free)

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Template for OADC Social Media Paid Ads

Send completed table to XYZ for review and feedback

(b)(5)

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Appeals	Headline (40 characters)	Primary Message	Alternate Message	Rationales	Image
<p>Social Connectedness</p>	<p>Reconnect with Friends in Person</p>	<p>Get fully vaccinated against COVID-19 before travel to safely reconnect with friends near and far.</p>	<p>Nothing beats connecting with others in person. Get fully vaccinated before travel to safely reconnect with your friends.</p>	<p>According to a Harris Poll conducted in April 2021. Millennials say that connecting with family and friends is what motivates them to travel, Gen Z and Millennials strongly value social interaction, therefore being connected, and friendships, are a great way to appeal to this group.</p>	
<p>Bandwagon/Data driven</p>	<p>Join the Millions Already Vaccinated</p>	<p>More than 135 million Americans have been fully vaccinated against COVID-19 and can enjoy traveling safely. Are you one of them? Get fully vaccinated before you travel.</p>	<p>More than half of U.S. adults are fully vaccinated against COVID-19. If you plan to travel, it's easy to get a safe and effective COVID-19 vaccine before your trip.</p>	<p>In a previous GMTF social media ad buy, data-driven appeals performed well so we decided to re-use this appeal. Among Millennials (63%) and Gen Z (51%) in the moveable middle (who state they will "wait & see" or "whenever they get around to it" regarding when they plan to get vaccinated), safety and side effects were top concerns according to Harris Poll survey on May 21-23, 2021. This appeal</p>	 <p>Do we need VTF to sign off on the position of the Band-Aids?</p>

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				emphasizes the grand number of people who have already safely been vaccinated to push the moveable middle forward.	
Lifestyle	Get Back to Travel	Getting fully vaccinated against COVID-19 is your ticket to safer travel.	Get fully vaccinated against COVID-19 and catch up on those trips you missed last year.	Gen Z and Millennial populations were the top age groups concerned about returning to normal activities in public (e.g. public transit, socializing), according to a Harris Poll survey on May 21-23, 2021. With an overall feeling to return back to normal, this appeal focuses on (somewhat) returning to a lifestyle that Gen Z and millennials had before the COVID-19 pandemic – with a focus on travel.	
Altruistic	Protect Your Loved Ones From COVID-19	Traveling to reconnect with loved ones? Protect them from COVID-19 by getting fully vaccinated before your trip.	Protect your loved ones – get fully vaccinated against COVID-19 before you visit them.	In a previous GMTF social media ad buy, altruistic appeals performed well so we decided to re-use this appeal. In a Harris Poll survey on May 21-23, 2021, among people who were very or somewhat concerned, 64% of millennials and 62% of Gen Z stated that they	

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				<p>were concerned about them and their loved ones being exposed to COVID-19 when they leave their home for essential errands. Therefore, we are appealing to Gen Z and Millennials to get vaccinated to protect their loved ones.</p>	
Stress Reduction	Get Away Safely	<p>Need a getaway? Getting fully vaccinated against COVID-19 is your ticket to rest and relaxation.</p>	<p>Missed last year's summer getaway? Get fully vaccinated against COVID-19 and get your bags packed and ready to go.</p>	<p>Gen Z and Millennials have indicated that rest and relaxation was the top activity they look forward to while traveling this summer, according to a Harris Poll survey on April 23-25, 2021. Therefore, we have used an appeal that reminds Gen Z and Millennials that they can travel for rest and recovery if they get vaccinated.</p>	

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From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Thu, 4 Mar 2021 18:58:01 +0000
To: LaPorte, Kathleen (CDC/DDID/NCIRD/ID);Jorgensen, Cynthia (CDC/DDID/NCIRD/OD);Sokler, Lynn (CDC/OD/OADC);CDC IMS JIC Lead -2
Cc: Cory, Janine (CDC/DDID/NCIRD/DVD);Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD);CDC IMS JIC OADC LNO -2;Dempsey, Jay H. (CDC/OD/OADC);LaPorte, Kathleen (CDC/DDID/NCIRD/ID);Layton, Kathleen (CDC/OD/OADC);Vazquez, Germaine (ATSDR/OCOM)
Subject: Re: Awareness: Facebook "I got a COVID-19 Vaccine" frame

Just a brief update that [REDACTED] (b)(5) They are working on a proposed update to the frame. When I get a copy, I'll share. They would like to launch it around March 15.

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Monday, March 1, 2021 11:19 AM
To: LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>; Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <cxj4@cdc.gov>; Jones, Christopher M. (CDC/DDNID/NCIPC/OD) <FJR0@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Sokler, Lynn (CDC/OD/OADC) <zs0@cdc.gov>; CDC IMS JIC Lead -2 <eocjlead2@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>
Cc: Cory, Janine (CDC/DDID/NCIRD/DVD) <jyc5@cdc.gov>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>; CDC IMS JIC OADC LNO -2 <eocevent202@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: RE: Awareness: Facebook "I got a COVID-19 Vaccine" frame

Update: Looks like [REDACTED] (b)(5)
 [REDACTED] (b)(5) I'll keep you posted.

From: LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>
Sent: Monday, March 1, 2021 8:53 AM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <cxj4@cdc.gov>; Jones, Christopher M. (CDC/DDNID/NCIPC/OD) <FJR0@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Sokler, Lynn (CDC/OD/OADC) <zs0@cdc.gov>; CDC IMS JIC Lead -2 <eocjlead2@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>
Cc: Cory, Janine (CDC/DDID/NCIRD/DVD) <jyc5@cdc.gov>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>; CDC IMS JIC OADC LNO -2 <eocevent202@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: RE: Awareness: Facebook "I got a COVID-19 Vaccine" frame

Hi All,

Also, some additional information from KFF showing the benefit of people sharing their own vaccine experience with their network.

[KFF COVID-19 Vaccine Monitor: February 2021 | KFF](#)

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>
Sent: Friday, February 26, 2021 4:57 PM
To: Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <cj4@cdc.gov>; Jones, Christopher M. (CDC/DDNID/NCIPC/OD) <FJR0@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>; CDC IMS JIC Lead -2 <eocjiclead2@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>
Cc: Cory, Janine (CDC/DDID/NCIRD/DVD) <jyc5@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>; CDC IMS JIC OADC LNO -2 <eocevent202@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <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

(b)(5)

As for Dagny's concerns, they did give us an option (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 – (b)(5)
 (b)(5)

From: Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <cxj4@cdc.gov>
Sent: Friday, February 26, 2021 4:46 PM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Jones, Christopher M. (CDC/DDNID/NCIPC/OD) <FJR0@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>; CDC IMS JIC Lead -2 <eocjiclead2@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>
Cc: Cory, Janine (CDC/DDID/NCIRD/DVD) <jyc5@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>; CDC IMS JIC OADC LNO -2 <eocevent202@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: RE: Awareness: Facebook "I got a COVID-19 Vaccine" frame

Only concern I have is to [redacted (b)(5)]
 [redacted (b)(5)] In the focus groups
 NCIRD/HSCO led in the summer, there was concern expressed [redacted (b)(5)]
 [redacted (b)(5)]

So I could recommend [redacted (b)(5)]

Cynthia
 JIC Co-Lead(March April)
 CDC COVID-19 Emergency Response

Permanent Position
 Associate Director for Communication
 National Center for Immunization and Respiratory Diseases
 Centers for Disease Control and Prevention
 1600 Clifton Road, Atlanta, GA 30333

Tel.: (404) 718-8534
 Email: cxj4@cdc.gov

From: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>
Sent: Friday, February 26, 2021 4:37 PM
To: Jones, Christopher M. (CDC/DDNID/NCIPC/OD) <FJR0@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>; CDC IMS JIC Lead -2 <eocjiclead2@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>; Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <cxj4@cdc.gov>
Cc: Cory, Janine (CDC/DDID/NCIRD/DVD) <jyc5@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>; CDC IMS JIC OADC LNO -2 <eocevent202@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: Awareness: Facebook "I got a COVID-19 Vaccine" frame

Facebook has approached CDC (and HHS) about creating a single US "frame" where people who have been vaccinated can change their profile picture to indicate they have received their COVID vaccine. VTF staff and I have discussed this project with Facebook and think [redacted (b)(5)] In a nutshell,

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Fri, 28 May 2021 17:19:35 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Bcc: (b)(6) Payton Itheme; Carrie Adams; Sam Huxley; Christopher Thomas Lewitzke (CENSUS/ADCOM CTR; Sokler, Lynn (CDC/OD/OADC); Galatas, Kate (CDC/OD/OADC); Caroline.M.Faught@census.gov; lexisturdy@fb.com; Todd O'Boyle; Jan Antonaros; Aspinwall, Brooke (CDC/DDID/NCIRD/OD)
Subject: Follow up info from BOLO meeting on 5/28
Attachments: CDCboloslides528.pdf

Thank you for those that were able to attend today. Here are the slides. Please do not share outside your trust and safety teams.

Let us know if you have any questions. Thank you.

Carol Crawford
Chief, Digital Media Branch
Division of Public Affairs
OADC
CDC
ccrawford@cdc.gov
404-498-2840

Obtained by America First Legal Foundation through litigation.


COVID Vaccine Misinformation: Hot Topics

May 28, 2021




Obtained by America First Legal Foundation through litigation.

Agenda




Introduction



Hot Topics

1. SM-102 Vaccine Ingredient Safety
2. Magnetism Rumor
3. Vaccine Male Infertility/Fertility Issues Rumor



LOGISTICS

Next Meeting Date:

- To be announced

Point of Contact:

- Want a follow-up meeting to discuss information presented? Contact **Carol Crawford** (cjy1@cdc.gov).

Obtained by America First Legal Foundation through litigation.



Centers for Disease Control and Prevention
Office of the Director

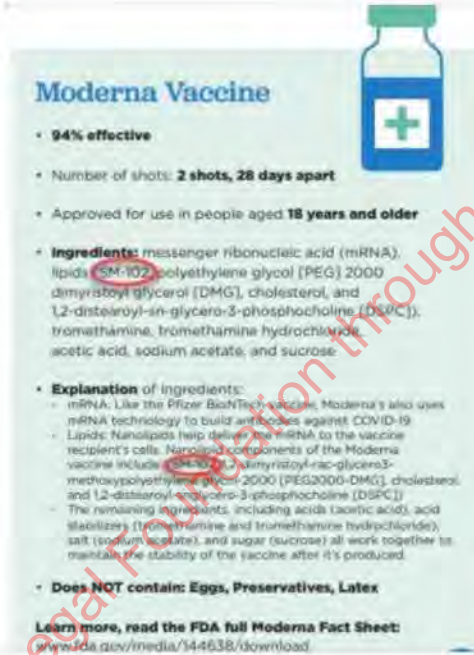
DRAFT - THIS INFORMATION IS NOT FOR FURTHER DISTRIBUTION

ADVISORY

Misinformation has been identified about the safety of COVID-19 vaccine ingredients.

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing misinformation that the Moderna vaccine is unsafe due to the ingredient SM-102.

When	May 2021
Where	Digital Platform(s): All.
Status	Following the publication of a Moderna COVID-19 fact sheet, there have been false claims that the vaccine ingredient SM-102 listed is poisonous and unsafe for humans.
Potential Impact	Reduced vaccine acceptance.
The Facts	The manufacturing process and controls have been well characterized and qualified. The analytical procedures developed and used for the release and stability monitoring of mRNA 1273 Drug Substance (DS) and Drug Product (DP) include tests to ensure vaccine safety, identity, purity, quality, and potency.



Example post

BREAKING: Moderna COVID Vaccine Found to Contain a DEADLY POISON "SM-102 – Not for Human or Veterinary Use, Acutely Toxic, Fatal in Contact with Skin, Carcinogenic, Causes Infertility, Causes Nerve, Liver, Kidney Damage" – The EveryDay Concerned Citizen



Example post

Associated Link(s) and Hashtag(s)

- [Fact check story](#)
- [Example Post](#)
- [Example Post](#)
- [FDA Emergency Use Authorization](#)



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ADVISORY

Misinformation has been identified about the COVID-19 vaccine ingredients and related side effects.

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing misleading or false information that vaccine ingredients cause vaccinated individuals to become magnetic.

When	May 2021
Where	Digital Platform(s): All.
Status	Videos shared widely on social media platforms claim to show individuals becoming "magnetic" after receiving the vaccine, further fueling the false claim that vaccines contain microchips.
Potential Impact	Reduced vaccine acceptance.
The Facts	COVID-19 vaccines are safe and effective. COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met the FDA's rigorous scientific standards for safety, effectiveness, and manufacturing quality needed to support emergency use authorization.

#magnetgate
I've seen many videos now about this. Is this bigger than we think?



THE MAGNETISM FROM THE VACCINE REPORTEDLY SPREADS THROUGHOUT THE BODY OVER TIME.

As the self-reproducing nano particles gradually take over. And metal objects as well as magnets will also stick to you. Here in Spain.



Guys WTF is this?



Example posts

Associated Link(s) and Hashtag(s)

- [Fact check story](#)
- [Example post](#)
- [Example post](#)
- [What are the ingredients in COVID-19 vaccines?](#)
- Hashtag: #magnetgate #VaccineMagnetChallenge



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ADVISORY

A rumor has been identified regarding COVID-19 vaccines effects on male fertility.

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing misinformation that vaccines cause infertility or other fertility-related issues in men.

When	April 2021 – Present
Where	Digital Platform(s): All.
Status	Recently, social media posts have falsely speculated that men should not have unprotected sex after receiving the Pfizer COVID-19 vaccine, as the “spike protein” from the virus could allegedly damage the individual’s sperm or cause infertility.
Potential Impact	Vaccine hesitancy and reduced vaccine acceptance.
The Facts	COVID-19 vaccines are safe and effective. Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history.

Absolute LIES. Women aren't ovulating, even fertility clinics are reporting embryos are not growing properly and sperm counts of vaccinated men have dropped right down. Women are experiencing the most painful periods of their life, even women who are in their 70s and 80s have started bleeding again. How dare you say its safe without actually knowing!

She also pointed out that “there is a credible reason to believe that the Covid vaccines will cross-react with the syncytin and reproductive proteins in sperm, ova, and placenta, leading to impaired fertility and impaired reproductive and gestational outcomes,” and that there are enough pregnancy losses reported thus far to warrant stopping the vaccines.

“There have been disturbing reports, ..of increased miscarriages following vaccination. I’m concerned about ... the potential of male infertility which could be permanent. ... it’s merely appropriate caution given the scientific literature.”



Example posts

Associated Link(s) and Hashtag(s)

- [Fact check story](#)
- [Example post](#)
- [Example post](#)
- [Example post](#)
- [Safety of COVID-19 Vaccines](#)



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Contact Information

Carol Crawford

Digital Media Branch Chief, Division of Public Affairs
Centers for Disease Control and Prevention (CDC)

O: 404-498-2480 | M:

Obtained by America First Legal Foundation through litigation.



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From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Fri, 14 May 2021 16:34:21 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: llagone@fb.com; Payton Ihome; Carrie Adams; Sam Huxley; Christopher Thomas Lewitzke (CENSUS/ADCOM CTR); Sokler, Lynn (CDC/OD/OADC); Galatas, Kate (CDC/OD/OADC); Caroline.M.Faught@census.gov; lexisturdy@fb.com; Todd O'Boyle; Jan Antonaros
Subject: Follow up info from BOLO meeting
Attachments: CDC Working Group Meeting_20210514_vF.pdf

Thank you for attending. Here are the slides. Also, as mentioned on the call, any contextual information that can be added to posts about VAERS could be very effective in educating the public about what VAERS is. CDC.gov includes authoritative information about VAERS, such as the following taken from [this page](#): *“VAERS accepts reports from anyone, including patients, family members, healthcare providers and vaccine manufacturers. VAERS is not designed to determine if a vaccine caused or contributed to an adverse event. A report to VAERS does not mean the vaccine caused the event.”*

Carol Crawford
Chief, Digital Media Branch
Division of Public Affairs
OADC
ccrawford@cdc.gov
404-498-2840

Obtained by America First Legal Foundation through litigation.


COVID Vaccine Misinformation: Hot Topics

May 14, 2021




Obtained by America First Legal Foundation through litigation.

Agenda




Introduction



Hot Topics

1. Vaccine Shedding Rumor
2. Falsified VAERS Report
3. Potentially Misleading VAERS Posts
4. Depopulation/Bioweapon Conspiracy Theories
5. Expanded Emergency Use Authorization



LOGISTICS

Next Meeting Date:

- To be announced

Point of Contact:

- Want a follow-up meeting to discuss information presented? Contact **Carol Crawford** (cjl1@cdc.gov).

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ADVISORY

Misinformation has been identified about COVID-19 vaccine safety.

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing misinformation that COVID-19 vaccines cause “shedding.”

When	April 2021 – Present
Where	Digital Platform(s): All.
Status	False claims that COVID-19 vaccine shedding can cause adverse effects in people who are near recently-vaccinated people have been spreading on social media.
Potential Impact	Reduced vaccine acceptance and harmful policies from real-world institutions.
The Facts	Individuals who have received a COVID-19 vaccine cannot shed or release any of the vaccine components. In addition, none of the vaccines authorized for use in the United States contain a live virus so it is not possible to shed it.



Example post



Example post

Associated Link(s) and Hashtag(s)

- [Myths and Facts about COVID-19 Vaccines](#)
- [Fact check article](#)
- [Example post](#)
- [Example post](#)
- Hashtag: #stoptheshed



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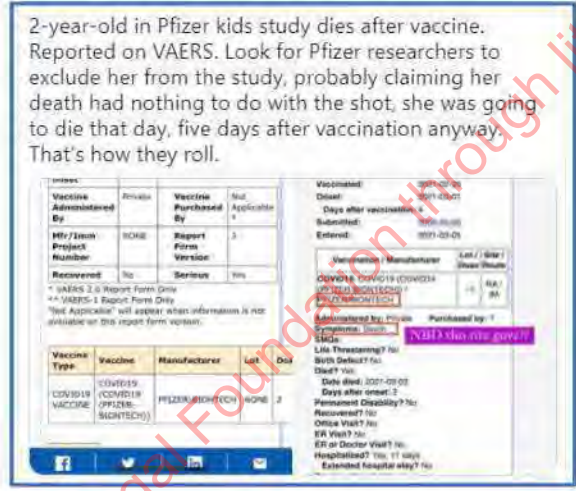
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ADVISORY

Disinformation has been identified regarding a report made in the Vaccine Adverse Event Reporting System (VAERS).

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing misinformation that a 2-year-old died after receiving the vaccine.

When	May 9, 2021
Where	Digital Platform(s): All.
Status	In mid-April, a false VAERS report began spreading on social media showing that a 2-year-old had died after participating in a vaccine trial.
Potential Impact	Reduced vaccine acceptance.
The Facts	After investigation, it was determined that this report was “completely made up,” and it has been removed from the VAERS database.



Example post spreading false claim



Example post with correct information

Associated Link(s) and Hashtag(s)

- [Fact check story](#)
- [Example post](#)
- [Example post](#)



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ADVISORY

Potential Misinformation has been identified about the Vaccine Adverse Event Reporting System (VAERS).

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing misleading information about VAERS reports.

When	December 2020 – Present
Where	Digital Platform(s): All.
Status	Users frequently share data and reports from VAERS that may be confusing or misleading to readers without further background or context about VAERS.
Potential Impact	Reduced vaccine acceptance and confusion.
The Facts	VAERS is a passive reporting system, meaning it relies on individuals to send in reports of their experiences to CDC and FDA. VAERS is not designed to determine if a vaccine caused a health problem but is especially useful for detecting unusual or unexpected patterns of adverse event reporting that might indicate a possible safety problem with a vaccine.

Is What The CDC's VAERS Not Telling Us The Real Danger Of The COVID Jobs?

The CDC's VAERS report has been used to gauge adverse effects and deaths from vaccines, but did you know that only roughly 1% of adverse effects and deaths occurring in the US pertaining to vaccines is actually reported? The same can be said for Europe's counterpart. could this mean that we are looking at more than 300,000 deaths in 4 months from the experimental COVID injections?

Some striking plots from the VAERS (Vaccine Adverse Event Reporting System) database.



The Deadly COVID-19 Vaccine Coverup — Virginia Stoner W...
FACT: There has been a massive increase in deaths reported to the Vaccine Adverse Event Reporting System (VAERS) fro...
virginiastoner.com

According to VAERS, USA has had about 15 years worth of vaccine related deaths in just 4 months.

Safe and effective....

Example posts

Associated Link(s) and Hashtag(s)

- [About VAERS](#)
- [Example post](#)
- [Example post](#)
- [Example post](#)
- Hashtag: #vaers



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ADVISORY

Misinformation has been identified regarding the purpose of COVID-19 vaccines.

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing vaccines contain are bioweapons, part of a depopulation scheme, or contain microchips.

When	December 2020 – Present
Where	Digital Platform(s): Twitter, Instagram.
Status	Conspiracy theories about the vaccine continue to spread, including that they are secretly a bioweapon or designed to control the global population. Many of these claims have been linked to Bill Gates.
Potential Impact	Reduced vaccine acceptance.
The Facts	COVID-19 vaccines are safe and effective. COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met the FDA's rigorous scientific standards for safety, effectiveness, and manufacturing quality needed to support emergency use authorization.

For the trolls - vaccines are not safe they never have been. They are a slow poison taking years off peoples lives, dumbing down the kids, causing all kinds physical and psychological problems and illnesses, infertility problems. They have always been a method of depopulation

Example post



Example post

Associated Link(s) and Hashtag(s)

- [Safety of COVID-19 Vaccines](#)
- [Example post](#)
- [Example post](#)
- Hashtags: #depopulation, #billgates, #greatreset



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ADVISORY

Potential misinformation may occur about COVID-19 vaccines and adolescents.

Please **Be On the Lookout** for: Statements, pictures, posts, or messages containing misinformation about the eligibility of 12- to 15-year-olds for the Pfizer/BioNTech COVID-19 vaccine.

When	May 12, 2021
Where	Digital Platform(s): All.
Status	The CDC Director adopted CDC's Advisory Committee on Immunization Practices' recommendation that endorsed the safety and effectiveness of the Pfizer-BioNTech COVID-19 vaccine and its use in 12- through 15-year-old adolescents. In recent weeks, there has been an increase in misinformation about adolescents taking the vaccine.
Potential Impact	Reduced vaccine acceptance.
The Facts	CDC now recommends that this vaccine be used among 12- through 15-year-old adolescents, and providers may begin vaccinating them right away.

Today, I adopted CDC's Advisory Committee on Immunization Practices' (ACIP) recommendation that endorsed the safety and effectiveness of the Pfizer-BioNTech COVID-19 vaccine and its use in 12- through 15-year-old adolescents. CDC now recommends that this vaccine be used among this population, and providers may begin vaccinating them right away.

Though most children with COVID-19 have mild or no symptoms, some children can get severely ill and require hospitalization. There have also been rare, tragic cases of children dying from COVID-19 and its effects, including multisystem inflammatory syndrome in children, or MIS-C.

This official CDC recommendation follows Monday's FDA decision to authorize emergency use of this vaccine in 12- through 15-year-old adolescents [\[7\]](#), and is another important step to getting out of the COVID-19 pandemic, and closer to normalcy.

*Statement from
CDC Director*

It is, to speed 🇺🇸 Ppls 💰 downfall Along with drugging All the children with an untested unknown vaccination\$ that has no data or side effects listed, unlike common drugs they sell you on TV, that can harm you, but are still sold. Has government proven 2 🇺🇸 trustworthy? No

Example post

Associated Link(s) and Hashtag(s)

- [CDC Director Statement on Pfizer's Use of COVID-19 Vaccine in Adolescents Age 12 and Older](#)
- [FDA Emergency Use Authorization](#)
- [Example post](#)



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Contact Information

Carol Crawford

Digital Media Branch Chief, Division of Public Affairs
Centers for Disease Control and Prevention (CDC)

O: 404-498-2480 | M:

Obtained by America First Legal Foundation through litigation.



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From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Thu, 17 Jun 2021 22:19:19 +0000
To: Crawford, Carol Y. (CDC/OD/OADC)
Cc: (b)(6) Payton Ihome; Carrie Adams; Sam Huxley; Christopher Thomas Lewitzke (CENSUS/ADCOM CTR); Sokler, Lynn (CDC/OD/OADC); Galatas, Kate (CDC/OD/OADC); Caroline.M.Faught@census.gov; lexi.sturdy@fb.com; Todd O'Boyle; Jan Antonaros
Subject: In lieu of a BOLO meeting tomorrow...
Attachments: CDC Working Group Meeting_20210618_v2.pptx

Given the new federal holiday, I'll be cancelling our BOLO call tomorrow. However, I am sending the slides out for your reference. Let us know if you have any questions.

Thank you!

Carol Crawford
Chief, Digital Media Branch
Division of Public Affairs, OADC
CDC
ccrawford@cdc.gov
404-498-2840

Obtained by America First Legal Foundation through litigation.


COVID Vaccine Misinformation: Hot Topics

June 18, 2021




Obtained by America First Legal Foundation through litigation.

Agenda




Introduction



Hot Topics

1. Spike Protein AccumulationMagnetism
RumorAirline travel



LOGISTICS

Next Meeting Date: To be announced
Point of Contact: Want a follow-up meeting to discuss information presented? Contact Carol Crawford (cjl1@cdc.gov).

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ADVISORY

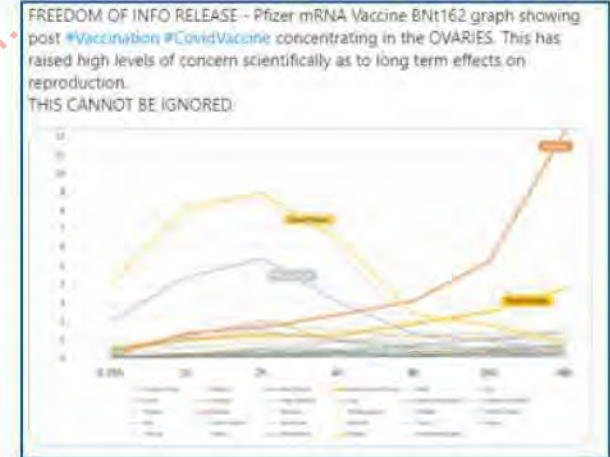
Misinformation has been identified about the safety of COVID-19 vaccine ingredients. Please Be On the Lookout for: Statements, pictures, posts, or messages containing misinformation that spike proteins from vaccines have an effect on fertility or other harmful effects.

When	Early June 2021
Where	Digital Platform(s): Twitter.
Status	There has been an increase in speculation that spike proteins from the vaccine are harmful, including citing a "study" showing that COVID-19 vaccine particles accumulate in ovaries. This has been used to falsely claim that the vaccines will impact fertility.
Potential Impact	Reduced vaccine acceptance.
The Facts	There is currently no evidence that COVID-19 vaccination causes any problems with pregnancy, including the development of the placenta. In addition, there is no evidence that fertility problems are a side effect of any vaccine, including COVID-19 vaccines.

Leaked Pfizer study shows vaccine particles sequestering in OVARIES...
Those who survive the injection will probably be left infertile...

26.5M PHARMACOKINETIC ORGAN DISTRIBUTION COVERED

Age	0-17	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104
Gender
Weight
Height
Body Mass Index
Age Group
Gender
Weight
Height
Body Mass Index
Age Group
Gender
Weight
Height
Body Mass Index
Age Group
Gender
Weight
Height
Body Mass Index
Age Group
Gender
Weight
Height
Body Mass Index



The spike protein is the bio weapon

Example posts

Associated Link(s) and Hashtag(s)

- [CDC Myths and Facts](#) [Fact check article](#) [Example post](#) [Example post](#) [Example post](#)



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ADVISORY

Misinformation has been identified about the COVID-19 vaccine ingredients and related side effects. Please Be On the Lookout for: Statements, pictures, posts, or messages containing misleading or false information that vaccine ingredients cause vaccinated individuals to become magnetic.

When	May 2021 – Present
Where	Digital Platform(s): All.
Status	There continue to be videos shared widely on social media platforms claim to show individuals becoming “magnetic” after receiving the vaccine, further fueling the false claim that vaccines contain microchips.
Potential Impact	Reduced vaccine acceptance and spread in real-world spaces.
The Facts	Receiving a COVID-19 vaccine will not make you magnetic, including at the site of vaccination which is usually your arm. COVID-19 vaccines do not contain ingredients that can produce an electromagnetic field at the site of your injection.

Dr says that MAGNETISM is INTENTIONALLY ADDED TO 'VACCINE' TO FORCE MRNA THROUGH ENTIRE BODY



Magnetism it's real!!



#repost

to

COVID-19 vaccines contain luciferase, tracking materials

to 5 likes

This is they are building small towers that are going to every neighborhood. They are becoming one with the

Example posts

Associated Link(s) and Hashtag(s)

- [Myths and Facts about COVID-19 Vaccines](#) Example post Example post What are the ingredients in COVID-19 vaccines? Hashtag: [#magnetgate](#) [#VaccineMagnetChallenge](#)



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ADVISORY

Misinformation has been identified about risks for individuals who have received the COVID-19 vaccine. Please Be On the Lookout for: Statements, pictures, posts, or messages containing misleading or false information that vaccinated individuals cannot travel via airplane.

When	June 2021
Where	Digital Platform(s): Twitter, Facebook, TikTok, Telegram
Status	There have been claims that because of a risk of blood clots, airlines are not allowing vaccinated individuals to travel or are discussing a potential ban.
Potential Impact	Reduced vaccine acceptance and confusion.
The Facts	CDC recommends to delay travel until fully vaccinated. Not related to the COVID-19 pandemic, airplane travel, especially flights longer than 4 hours, may increase the risk for blood clots, including deep vein thrombosis and pulmonary embolism.

Airlines Are Addressing the Problem Of Blood Clots And Recommending Vaccinated People Not To Travel.

The COVID vaccine side effects are beginning to stack up.

via Qtime - Telegram



The airlines could be stuffed too.



Example posts

Associated Link(s) and Hashtag(s)

- [Domestic Travel during COVID-19 Before You Travel](#) [Fact check story](#) [Example post](#) [Example post](#)



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From: Todd O'Boyle (b)(6)
Sent: Monday, May 24, 2021 2:57 PM
To: (b)(6)
Cc: Crawford, Carol Y. (CDC/OD/OADC) (b)(6) (b)(6); Sokler, Lynn (CDC/OD/OADC) (b)(6)
Subject: Re: COVID Misinformation

Hi - Carol and I had a sidebar and I requested her account be enrolled. Your email reminds me that the process should have been completed by now - I'll check with on our team to make sure she's properly enrolled.

On Mon, May 24, 2021 at 2:28 PM (b)(6) wrote:
Hi Todd,

I hope you had a good weekend. I'm following up about the partner support portal enrollment for CDC. Does the Twitter account need to be connected to a [cdc.gov](https://www.cdc.gov) email or is any account fine? Also, would there be any issues or complications stemming from flagging COVID misinformation on the portal using the existing [census.gov](https://www.census.gov) accounts that have access? We'll want to have at least some CDC accounts whitelisted, but that backup may be helpful in the short-term.

Let us know any next steps we can take to make sure CDC is all set with the portal.

Thanks,

(b)(6)

We're on a mission. ***Yours.***

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Tuesday, May 11, 2021 8:50 AM
To: Todd O'Boyle (b)(6)
Subject: RE: COVID Misinformation

Does it need to be the CDC account or my personal? If CDC, I'm going to have someone on staff enroll instead of me.

We wanted to point out two issues that we are seeing a great deal of misinfo about – vaccine shedding and microchips. The below are just some example posts. We do plan to post something shortly to address vaccine shedding and I can send that link soon. Our census team copied here, has much more info on it if needed.

Also, we are standing up a BOLO COVID misinformation meeting and inviting all tech platforms. We are shooting for 12pm EST on Friday for our first meeting. I'll include you on the invite but if you'd like to propose an alternative approach or would like to me include others, just let me know.

Thanks!

Post Text	Link
MAGNET STICKS TO AREA INJECTED BY THE VACCINE- ARE THE VACCINATED GETTING MICROCHIPPED? #justsayno	https://twitter.com/EscanorThe2nd/status/1388177564284461063
The ex VP of Pfizer came out predicting that there will be a human depopulation of the vaccinated people in 2 years. An even shorter lifespan after the booster. He believes it's eugenics. Many scientists are corroborating this. I'll be alive! ☐Experimental vaccines!	https://twitter.com/leslibless/status/1388396652159979520
THE BIG QUESTION IS WHY ARE THEY LYING... GOVERNMENTS SIGNED US AWAY TO NWO..DEPOPULATION..ALSO EXPERIMENTS IN AI..IN LAYMENS TERMS..TRYING TO TURN US INTO ROBOTS/ ANDROIDS....ALSO THEY WANT WORLD BANK OF OUR DNA .. VIA VAX	https://twitter.com/Elizabe32413720/status/1388823226508357633
Agreed. But if the science is being followed, there's an awful lot of evidence that the vax crowd are shedding...maybe the non-vaxxed are safer this way...thoughts @crislerwyo ?	https://twitter.com/orangecone21/status/1389591915276931080
COVID 'Vaccine Shedding', Evidence SARS-CoV-2 Spike Protein Can 'Alter Human Genes' & VAERS Truth	https://twitter.com/YoureAllDunces/status/1388289305311731712
Thank Bill Gates for wanting depopulation. That's exactly what this vaccine ☐ is doing, and will continue to do over the next few years.	https://twitter.com/PatriotGaGal/status/1390011916563648512
IM ALARMED BY THE AMOUNT OF WOMEN IN MY DM'S COMPLAINING ABOUT ABNORMAL BLEEDING AND MISCARRIAGES AFTER COMING IN CONTACT WITH SOMEONE WHOSE BEEN VACCINATED!!!!	https://twitter.com/HoodHealer/status/1383878851286110222
Well hundreds of women on this page say they are having bleeding/ clotting after vaccination or that they bleed oddly being AROUND vaccinated women. Unconfirmed, needs more	https://twitter.com/naomirwolf/status/1383973370501337092

<p>investigation. But lots of reports. COVID-19 Vaccine Side Effects</p>	
<p>[Links to: https://www.infowars.com/posts/vaccine-shedding-causing-miscarriages-and-blood-clots-in-unvaccinated-females/]</p>	<p>https://twitter.com/StevePieczenik/status/1388152327790551043</p>
<p>So the #CDC now says that those who are “Fully Vaxinated” can “Go outside & live freely” lol.. This is a joke☐☐.</p> <p>Quick questions for those who were experimented on I MEAN-Took the shot, what were the ingredients in it? You did ASK right?☐.. Also, do you know what SHEDDING is?</p>	<p>https://twitter.com/IslamRizza/status/1387476584072843267</p>
<p>Here is the official Pfizer trail protocols Concerning shedding by the vaccinated Fertility (male and female) contraception to be compulsorily used because shedding Adverse events and serious adverse events reporting And much more Dangers ore known</p> <p>https://media.tghn.org/medialibrary/2020/11/C4591001_Clinical_Protocol_Nov2020_Pfizer_BioNTech.pdf</p>	<p>https://twitter.com/KeithMCR/status/1387726575806918657</p>
<p>For those of you who have questions about Spiked Protein SHEDDING: Pfizer admits in its own mRNA vaxx trial documentation that non-vaxxed people can be ENVIRONMENTALLY EXPOSED to the shot's spike proteins by INHALATION or SKIN CONTACT.</p> <p>https://themostrbeautifulworld.com/blog/skin-contact-covid</p>	<p>https://twitter.com/Henrik_Palmgren/status/1387893422309056517</p>
<p>Pfizer acknowledges the existence of “SHEDDING” in their #mRNA vaccines, and is setting up this new trial to study these dangers.</p> <p>(Shedding is where unvaccinated people experience serious health issues just by being near to vaccinated people).</p> <p>https://media.tghn.org/medialibrary/2020/11/C4591001_Clinical_Protocol_Nov2020_Pfizer_BioNTech.pdf#page67</p>	<p>https://twitter.com/FreeMediaInfo1/status/1387726239474069510</p>

Carol Crawford
 Chief, Digital Media Branch
 Division of Public Affairs
 OADC

(b)(6)

404-498-2840

From: Soto, Nadya I. (CMS/CCSQ)
Sent: Mon, 23 Aug 2021 22:30:23 +0000
To: Shahpar, Cyrus (CDC who.eop.gov)
Cc: Jarman-Miller, Hannah (CDC who.eop.gov); Williams, Ian (CDC/DDPHSIS/CPR/OD); Shapiro, Craig (CDC/DDID/NCEZID/OD); Imbriale, Samuel (OS/ASPR/SIIM); Cozzarelli, Tara (mail.mil); SOC Information Management Section Chief (OS/ASPR); Fullerton, Katie (CDC/DDID/OD); Anderson, Kayla (CDC/DDNID/NCIPC/DVP); Bennett, Kelly (OS/ASPR/SIIM); Fuld, Jennifer (CDC/OD/OADPS); Lochner, Kimberly (CDC/DDPHSIS/CPR/OD); CDC IMS 2019 NCOV Response Data On-Call Team; Zendt, Mackenzie (NIH/NIAID) [E]; Woolfork, Makhabele (Nolana) (CDC/DDID/NCIRD/ID); Bather, Donika (CDC/DDPHSS/CSELS/DHIS) (CTR); Remmie, Bianca (CDC/DDPHSS/CSELS/DHIS) (CTR); Kang, Gloria (CDC/DDID/NCEZID/DPEI); Graff, Philip (jhuapl.edu); Nicholas, Paul (jhuapl.edu); Peterson, Elisha (jhuapl.edu); 'Groch, Erik J.'; 'Gallagher, Molly E.'; apl-current-ops-products@jhuapl.edu; Tumpey, Abbigail (CDC/DDPHSS/CSELS/OD); Kadzik, Melissa (CDC/DDID/NCEZID/OD); Goldstein, Robert (CDC/OD/OADPS); Romanik, Nikki Jo (CDC/OD/OCS); Henao, Olga (CDC/DDPHSIS/CGH/DGHP); Bennett, Sarah D. (CDC/DDPHSIS/CGH/GID); Marston, Barbara J. (CDC/DDPHSIS/CGH/DPDM); Dennehy, Heather (CDC/OD/OCS); Fitter, David L. (CDC/DDPHSIS/CGH/GID); Lubell, Keri M. (CDC/DDPHSIS/CPR/DEO); CDC IMS JIC Research -2; CDC IMS SA Public Health Scientist (CDC); Stokley, Shannon (CDC/DDID/NCIRD/ISD); Layden, Jennifer (CDC/DDPHSS/OS/OD); Lane, Lindsay (CDC/DDPHSIS/CPR/DEO); Gomez, Yessica (CDC/DDNID/NCCDPHP/OSH)
Subject: CDU 24 Aug - Final
Attachments: COVID Daily Update 20210824 vf.pptx, COVID Daily Update 20210824 vf.pdf

Dear Cyrus and colleagues,

Please see the COVID Daily Update attached as a pdf and ppt for 8/24/21. Included this evening is the community transmission report (page 11). Please let us know if you have any questions.

Many thanks and have a nice evening,
IAV 2.0 co-leads

Obtained by America First Legal Foundation (www.AmericaFirstLegal.com)

COVID-19 Daily Update

August 24, 2021

Data Insights

- Nationally, most metrics have been increasing: New cases decreased 4% week-on-week (from 130,165 to 124,383 cases/day, 7-day daily average); the recent decrease is an underestimate of percent change due to delayed weekend reporting. New confirmed COVID-19 hospital admissions increased 2% week-on-week (from 11,162 to 11,337 admissions/day, 7-day daily average). Reported COVID-19 deaths increased 4% week-on-week (from 664 to 692 deaths/day, 7-day daily average). NAAT positivity decreased 0.6 percentage points week-on-week (from 10.20% to 9.57%, 7-day daily average). As of August 23, 2021, according to community transmission indicators developed by CDC, nationally, 96.5% of counties (99.6% of population) have high or substantial transmission in the last 7 days, up from 95.5% (99.6% of population) last week. Overall, 363,267,789 COVID-19 vaccine doses have been administered in the United States. In total, 61% of the population (201.7 million people) has received at least one dose and 52% of the population (171.1 million people) is fully vaccinated. 71% of people 12 years and older have received at least 1 dose and 60% are fully vaccinated. 50% of people 12 to 17 years of age have received at least 1 dose and 38% are fully vaccinated. 73% of adults 18 years and older have received at least 1 dose and 63% are fully vaccinated. 91% of adults 65 years and older have received at least 1 dose and 81% are fully vaccinated.

Media Headlines

- The FDA granted the Pfizer-BioNTech vaccine full approval for people 16 and up, which health experts and officials hope will boost confidence in vaccination. The approval is expected to spur more hospitals, businesses, schools, and other organizations to establish vaccine requirements. Following the announcement, the Pentagon said it is preparing to issue guidance to require all US service personnel to be vaccinated. The vaccine will remain under emergency use authorization for children ages 12 to 15, as Pfizer collects the necessary data needed for full approval. ICUs across the Gulf Coast region are above capacity and doctors are warning that the surge of COVID-19 patients is compromising care for all patients. Panama City, FL; Mobile, AL; and Gulfport, MS all have higher hospitalization rates than their states as a whole, and the percentage of the population fully vaccinated in all three counties is below 40%. Facebook announced that an article suggesting COVID-19 vaccines could lead to death was its most viewed article from January to March, and a page that pushed COVID-19 misinformation was among its top 20 most visited pages. The findings are fueling concerns over social media platforms allowing for the rapid spread of misinformation. A USA TODAY/Ipsos poll found that 72% of respondents believe that mask mandates are a "matter of health and safety" and don't infringe on personal liberty, and 62% of those surveyed supported employers requiring workers to get vaccinated. As more children test positive for COVID-19 with the start of the school year, parents are struggling not only with the logistics of keeping children in quarantine, but are also experiencing breakthrough infections after contracting the virus from their children.

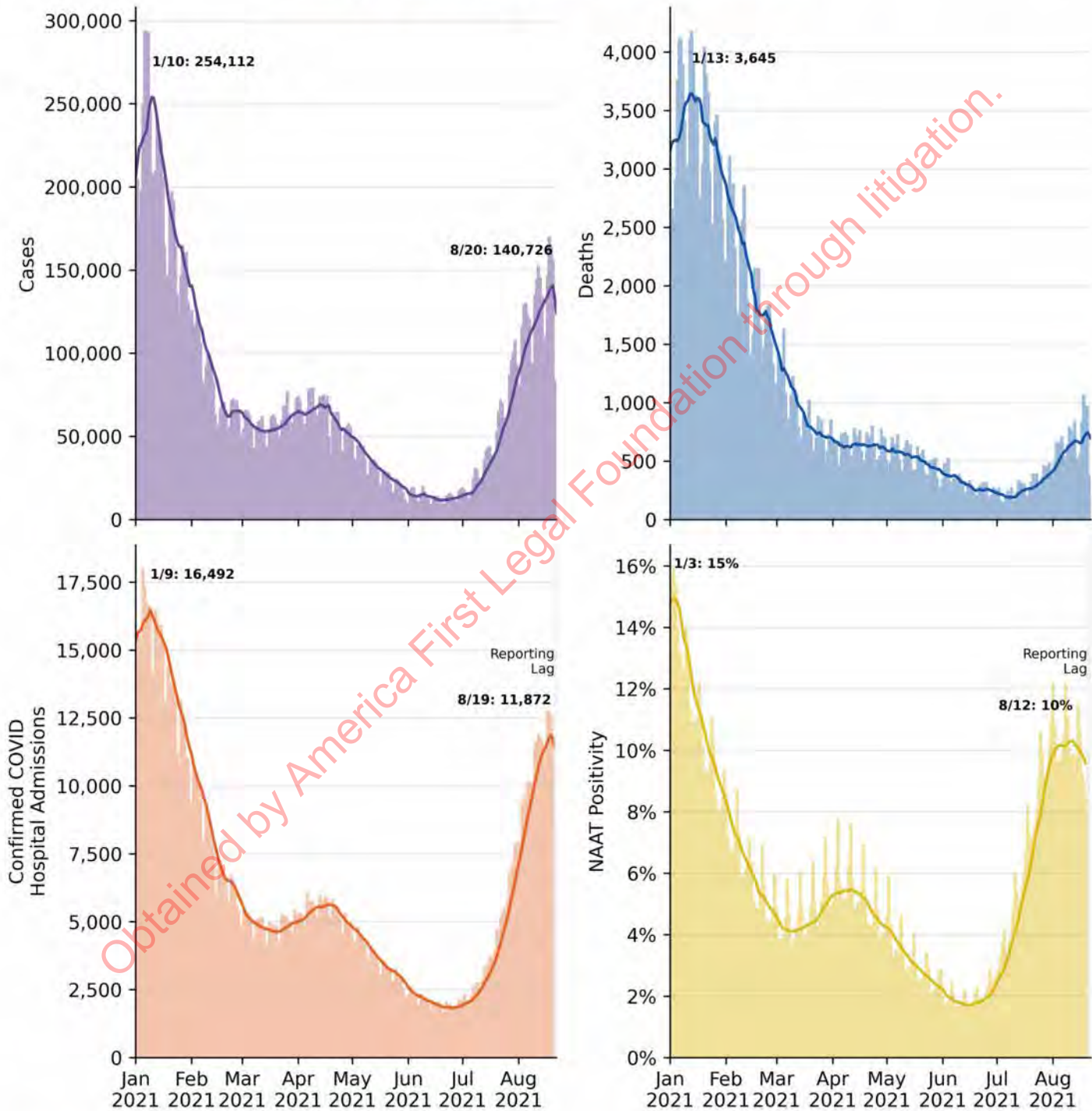
Key Metrics

	Total to date	Most recent day*	7-day daily average	Week-on-week change
Cases	37,768,911	43,222	124,383	-4.4%
Conf. COVID hosp. admits	2,633,567	8,713	11,337	+1.6%
Deaths	626,833	164	692	+4.2%
NAATs reported**	509,470,551	<i>omitted due to reporting lag</i>	1,136,286**	+1.4%**
Test positivity**	7.7%	<i>omitted due to reporting lag</i>	9.6%	-0.6 pct. pts.
Vaccine doses administered	363,267,789	+610,018	+853,676	+11.5%
Persons fully vaccinated	171,088,954	+267,333	+342,800	+17.9%
Persons 12-17 w/ 1+ doses	12,679,458	+97,930	+77,463	-16.8%
Persons 18+ w/ 1+ doses	188,812,075	+194,819	+368,572	+5.1%

Most recent day, 7-day daily average, and week-on-week change exclude historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day. *Most recent day: 8/23/2021 (vaccine doses reported), 8/22/2021 (cases/deaths), 8/21/2021 (hospitalized), 8/16/2021 (test volume), 8/20/2021 (test positivity). **Testing data may be incomplete due to delays and/or differences in reporting. †Week-on-week change: 7-day daily average compared to the previous seven days. ‡Week-on-week change: The 7-day daily average compared to the previous seven days. †††Total is value since 8/1/2020 due to limited reporting before this date. ††††Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. †††††Test positivity: Positive tests divided by number of tests performed and resulted. The week-on-week change decreased 0.6 percentage points from 10.20% to 9.57% which equals a -6.2% relative change. ††††††Vaccines: Unified COVID-19 Vaccine Dataset. Doses administered are the total number reported by states, territories, and organizations that received doses. Fully vaccinated indicates those who received the second dose of Pfizer-BioNTech or Moderna vaccines and those who received one dose of J&J/Janssen COVID-19 vaccine. Values reflect total by report date, not administered date. †††††††Red highlights: Indicate a week-on-week change of +10% or greater (cases, admissions, deaths) or NAAT positivity of 5.0% or greater. See Data Sources and Methods slide for details.

National Trends

Trends in COVID-19 cases, hospital admissions, deaths, and nucleic acid amplification test (NAAT) positivity, showing 7-day daily average. Labels on curves indicate date and prior peaks of 7-day daily averages. Data shown from 1/1/2021 to 8/22/2021.

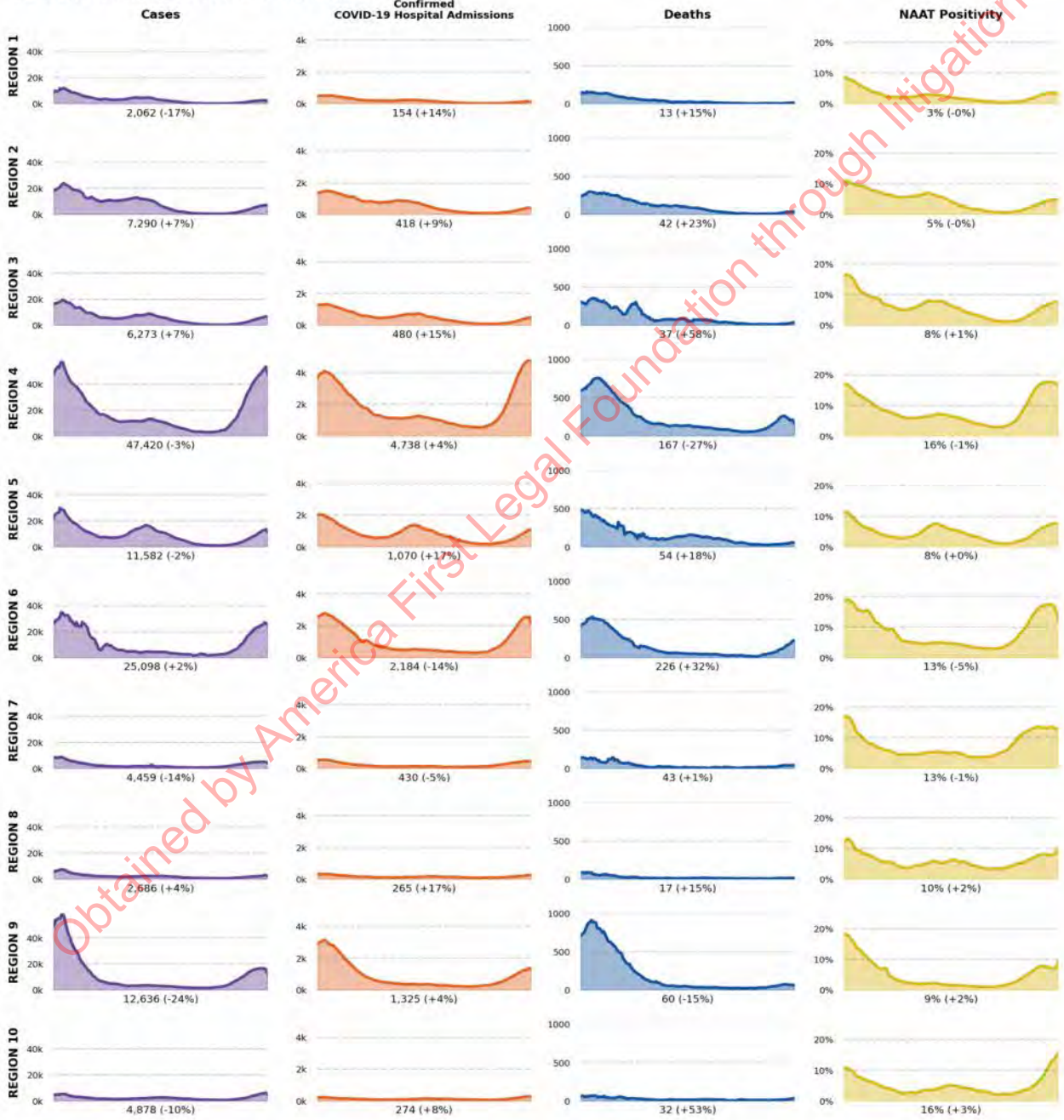


Data may be backfilled over time, resulting in week-to-week changes. **Cases/Deaths:** CDC State-Reported Data. Historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day are excluded. **COVID Hospital admissions:** Total of confirmed COVID-19 adult and pediatric hospitalizations, from Unified Hospital Dataset. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests returned and resulted. See *Data Sources and Methods* slide for details.

Regional Trends



Trends in COVID-19 cases, hospital admissions, deaths, and nucleic acid amplification test (NAAT) positivity, showing 7-day daily average by HHS/FEMA Region. Numbers shown below charts are current 7-day daily average and change since previous 7-day period. Data shown from 1/1/2021 to 8/22/2021.



Data may be backfilled over time, resulting in week-to-week changes. **Cases/Deaths:** CDC State-Reported Data. Historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day are excluded. **COVID Hospital admissions:** Total of confirmed COVID-19 adult and pediatric hospitalizations, from Unified Hospital Dataset. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests returned and resulted. See Data Sources and Methods slide for details.

National Summary

Case Rate by County through 8/22/2021

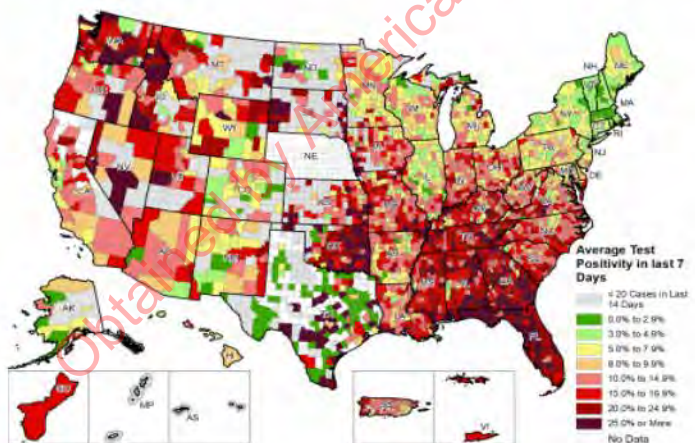
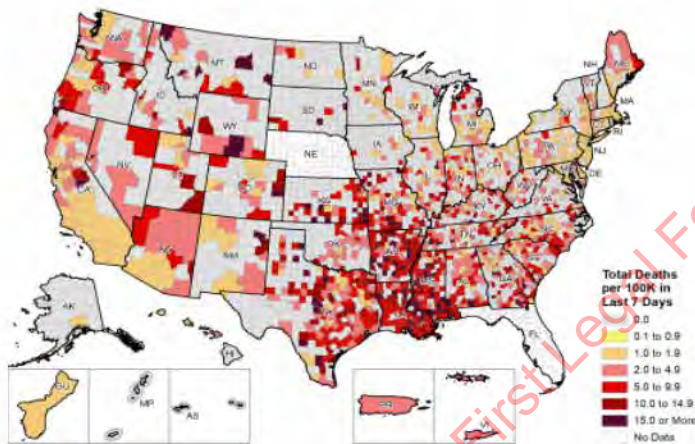
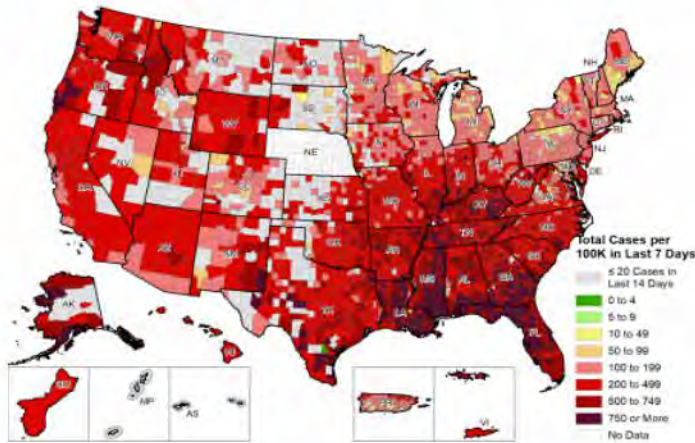
124,383 average daily cases in last 7 days, **4.4%** lower than previous 7 days

Death Rate by County through 8/22/2021

692 average daily deaths in last 7 days, **4.2%** higher than previous 7 days

NAAT Positivity by County through 8/20/2021

9.6% average test positivity in last 7 days, **down 0.6%** from previous 7 days



Maps and figures reflect 7-day average of data from 8/16-8/22 (cases/deaths), 8/14-8/20 (tests). Most recent days may have incomplete reporting. **Cases/Deaths:** CDC Aggregate County Data. Note that as of May 26, 2021, Nebraska stopped reporting county level case data. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests performed and resulted. See [Data Sources and Methods](#) page for details.

National Hospital Summary

Confirmed COVID Admissions by Hospital Service Area through 8/21/2021

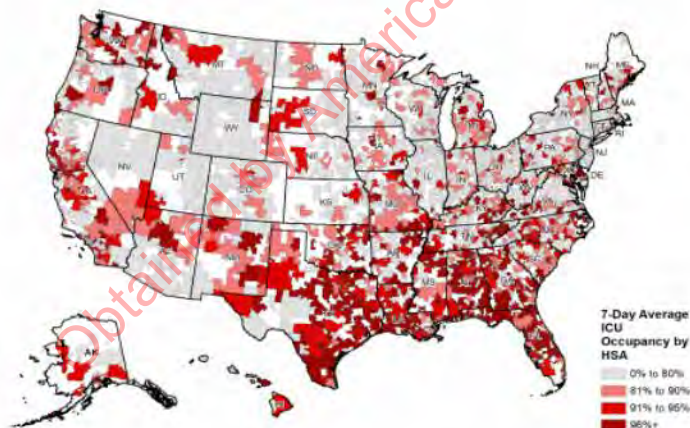
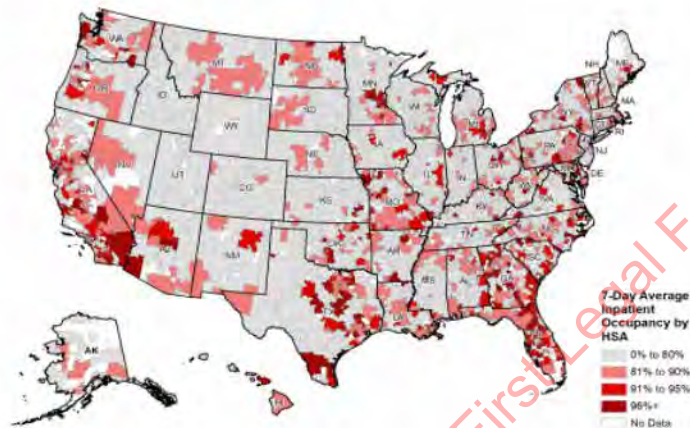
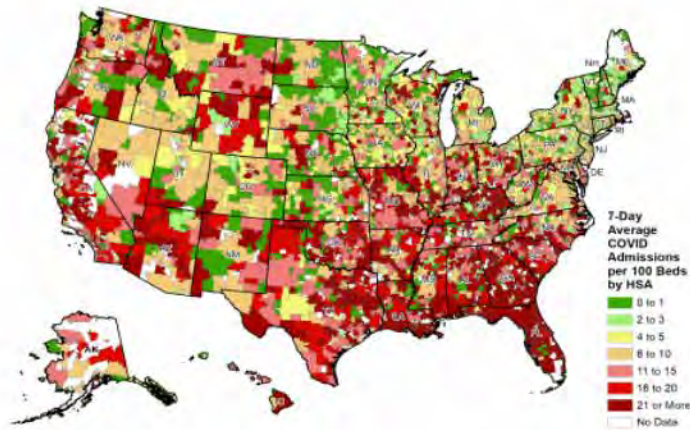
11,337 average daily COVID admissions in last 7 days, **1.6% higher** than previous 7 days

Inpatient Occupancy through 8/21/2021

76.2% of inpatient beds are occupied by COVID and non-COVID patients, **up 0.4%** from previous 7 days

Adult ICU Occupancy through 8/21/2021

76.7% of staffed adult ICU beds are occupied by COVID and non-COVID patients, **up 1.5%** from previous 7 days



Maps and figures reflect 7-day average of data from 8/15-8/21 (hospital admissions and occupancy data). Most recent days may have incomplete reporting. HSA indicates Hospital Service Area. Admissions per 100 Beds: Total of confirmed adult and pediatric hospital admissions, from Unified Hospital Dataset. Denominator is based on average daily staffed inpatient beds reported in the HSA. Inpatient Occupancy: Inpatient occupancy indicates average percentage of inpatient beds occupied, including both COVID and non-COVID patients, during the last 7 days, by HSA. Adult ICU Occupancy: ICU occupancy indicates average percentage of staffed adult ICU beds occupied, including both COVID and non-COVID patients, during the last 7 days, by HSA. See Data Sources and Methods page for details.

State Summary

Week-on-Week Changes†

Indicators for percent change from previous week: ▲ Increase ▼ Decrease ■ Stable Gray background indicates increasing Cases, Admits, and % Pos

State	Cases	Admits	Deaths	% Pos
AK	▲	■	▲	▲
AL	▲	■	▲	▼
AR	■	▼	▲	■
AS	■	■	■	■
AZ	■	■	▲	▼
CA	▼	■	▼	▲
CO	■	▲	▼	▲
CT	▼	■	▲	■
DC	▼	▲	▲	■
DE	▲	▲	▲	■
FL	■	■	▼	▲
GA	■	▲	■	▲
GU	▲	▲	■	▲
HI	■	▲	▲	■
IA	▼	▲	■	▼
ID	■	■	▲	▼
IL	▼	■	■	■
IN	■	▲	▼	■
KS	▼	■	▲	▲
KY	▼	▲	▲	▲
LA	▼	▼	▲	▼

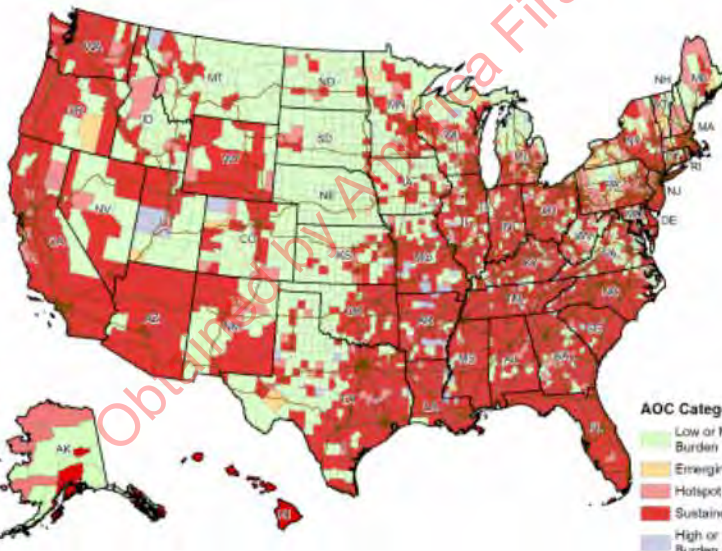
State	Cases	Admits	Deaths	% Pos
MA	▼	▲	▼	■
MD	▲	■	▲	■
ME	▼	▲	▲	■
MI	■	▲	▲	■
MN	■	■	▼	▲
MO	▼	▼	▼	▼
MS	▼	▼	▼	▼
MT	■	▲	▲	▲
NC	■	▲	▲	■
ND	▲	▲	▲	▲
NE	■	■	▲	▲
NH	■	▲	▼	■
NJ	▲	▲	▲	■
NM	▼	▲	▲	■
NV	▼	▼	▼	▲
NY	■	■	▲	■
OH	▲	▲	▲	■
OK	▼	■	▲	▼
OR	■	▲	▲	■
PA	▲	▲	▲	■
PR	■	▲	▲	■

State	Cases	Admits	Deaths	% Pos
RI	▼	▲	▲	■
SC	▼	▲	▲	■
SD	▲	■	▲	▲
TN	■	■	▼	▲
TX	▲	▼	▲	▼
UT	■	■	▲	▲
VA	▼	■	■	■
VI	■	▼	▲	■
VT	▼	■	■	■
WA	■	■	▲	▲
WI	▼	▲	▲	■
WV	■	▲	▲	▲
WY	■	▲	▲	▲

Weekly change indicators

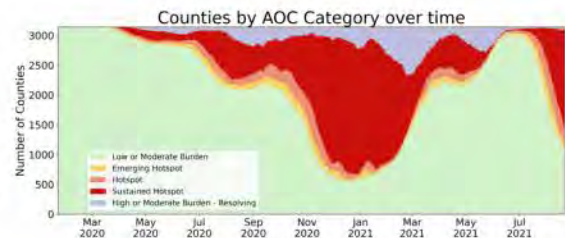
- ▼ <-10% change in cases, deaths, confirmed COVID admissions; <-0.5% change in positivity
- -10% - 10% change in cases, deaths, confirmed COVID admissions; -0.5% - 0.5% change in positivity
- ▲ >10% change in cases, deaths, confirmed COVID admissions; >0.5% change in positivity

Areas of Concern



The Areas of Concern Continuum (AOC) is used to describe communities as they progress through stages of the epidemic. There are 7 possible AOC classifications based on current and recent history of case and testing data for the location: (1) Low Burden - communities with minimal activity (2) Moderate Burden - communities with moderate disease activity (3) Emerging Hotspot - communities with a high likelihood to become hotspots in the next 1-7 days (4) Hotspot - communities that have reached a threshold of disease activity considered as being of high burden (5) Sustained Hotspot - communities that have had a high sustained case burden and may be higher risk for experiencing healthcare resource limitations (6) High Burden - Resolving - communities that were recently identified as hotspots and are now improving (7) Moderate Burden - Resolving - communities that have a moderate level of burden, but are demonstrating improvement

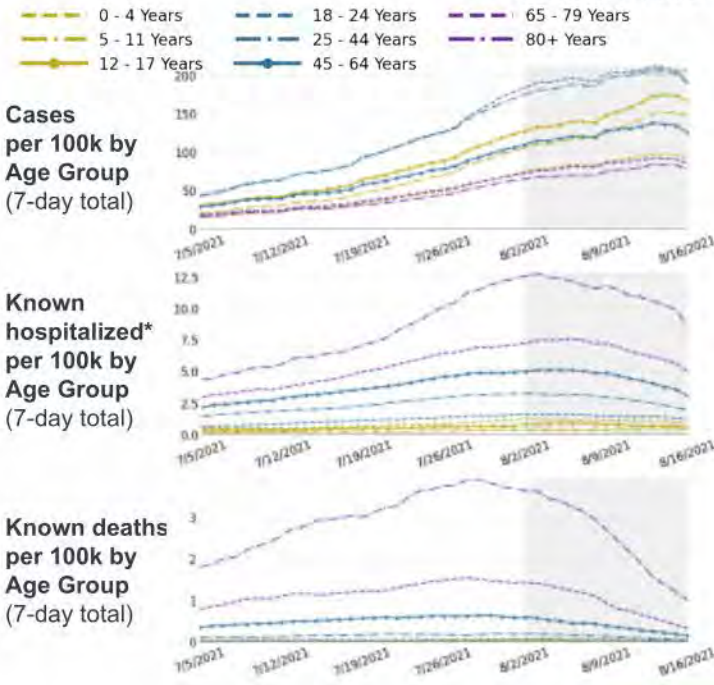
- AOC Category**
- Low or Moderate Burden
 - Emerging Hotspot
 - Hotspot
 - Sustained Hotspot
 - High or Moderate Burden - Resolving



†Week-on-Week Changes: The last 7 days compared to the previous 7 days, where last 7 days is 8/16-8/22 (cases/deaths), 8/15-8/21 (hospital data), 8/14-8/20 (tests). Most recent days may have incomplete reporting. % Pos refers to the viral nucleic acid amplification test (NAAT) positivity rate. Admits refers to new confirmed COVID-19 hospital admissions, from Unified Hospital Dataset. Tests: Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. Testing data may be incomplete due to delays and/or differences in state reporting. Data may be backfilled over time, resulting in week-to-week changes. Cases/Deaths: CDC State-Reported Data. Test positivity: Positive tests divided by number of tests returned and resulted. See Data Sources and Methods slide for details.

Demographic Trends

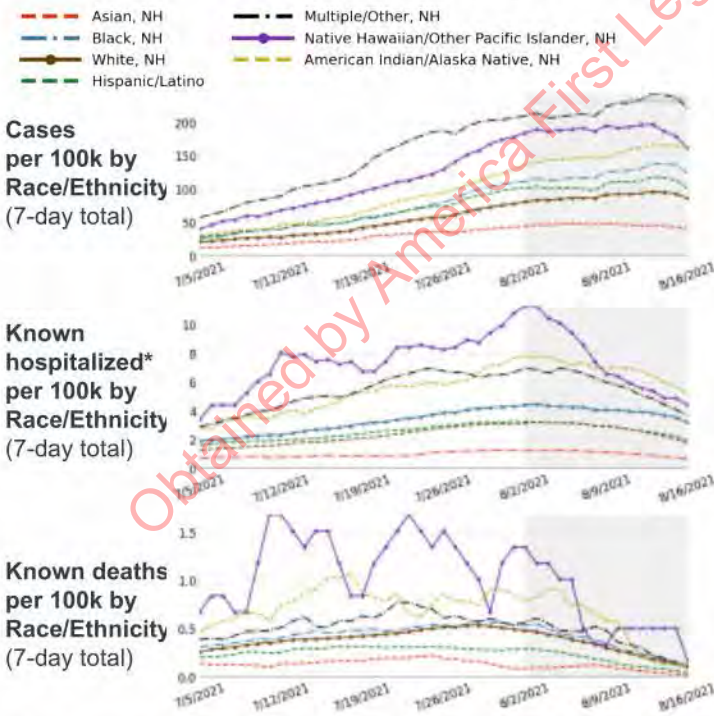
Outcomes by Age



Cases, hospitalizations, and deaths by age group in the week

Age Group	0 - 4 years	5 - 11 years	12 - 17 years	18 - 24 years	25 - 44 years	45 - 64 years	65 - 79 years	80+ years
Cases per 100k	92	147	167	190	188	125	85	77
Known Hosp. per 100k*	0.8	0.4	0.5	1.2	1.9	3.1	5.0	8.5
Known Deaths per 100k	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.0
Case Fatality Rate*	0.01%	0.00%	0.00%	0.01%	0.01%	0.11%	0.37%	1.29%

Outcomes by Race/Ethnicity*



Cases, hospitalizations, and deaths by race/ethnicity in the week 8/10 -

Race/Ethnicity	American Indian/Alaska Native, Non-Hispanic	Asian, Non-Hispanic	Black, Non-Hispanic	Hispanic/Latino	Multiple/Other, Non-Hispanic	Native Hawaiian/Other Pacific Islander, Non-Hispanic	White, Non-Hispanic
Cases per 100k	163	40	124	100	221	161	86
Known Hosp. per 100k*	5.1	0.6	3.2	1.7	3.7	4.4	1.9
Known Deaths per 100k	0.1	0.0	0.1	0.0	0.1	0.2	0.1
Case Fatality Rate*	0.08%	0.04%	0.10%	0.04%	0.04%	0.10%	0.13%

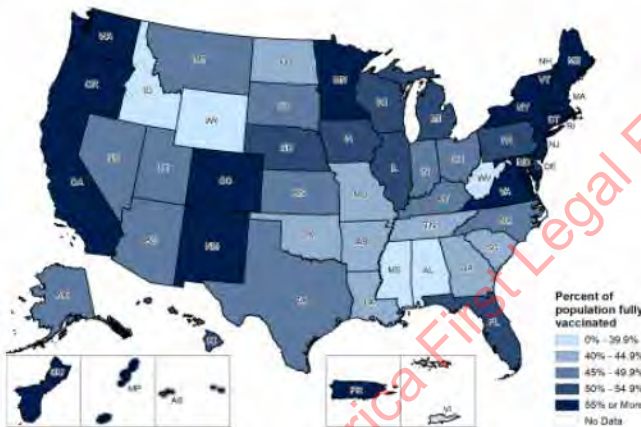
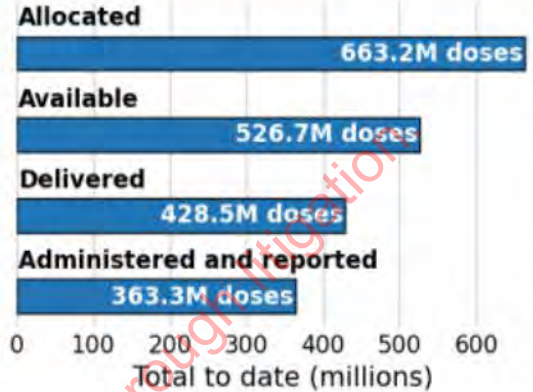
Cases, hospitalizations, and deaths by race/ethnicity, among cases from CDC line list where race/ethnicity and outcomes are known. Case Earliest Date is the earliest of the clinical date (related to illness or specimen collection and chosen by a defined hierarchy) and the date received by CDC. Not age-adjusted**

*Calculations involving age and race/ethnicity are performed with the CDC line level data, which captures approximately 75% of reported cases and deaths. Of the reported cases and deaths from the CDC line list, approximately 0.5% did not include an age and approximately 45% did not include race/ethnicity. **Known Hospitalized** indicates line level data with *hospitalization status=yes*, as reported in the line level data, not COVID-NET data based on hospitalizations. **Known Deaths** indicates line level data with *death status=yes*, not NVSS-NCHS mortality data based on death certificates. The denominator for case fatality rate includes cases with unknown outcome; approximately 52% of cases have unknown outcome. Therefore, calculations are likely to be substantial underestimates of true rates. **Comparison of proportions of race/ethnicity does not account for age-adjusted rates standardized to the population. ***Potential two-week delay in case reporting to CDC denoted by gray box. See Data Sources and Methods slide for additional details.

Vaccination Program

Vaccine Program Summary as of 8/23/2021

	Total to date	Most recent day	7-day daily average	Week-on-week change
Doses delivered	428,528,965	-2,380	+1,795,809	+49.7%
Doses administered	363,267,789	+610,018	+853,676	+11.5%
Persons fully vaccinated	171,088,954 51.5% of pop.	+267,333	+342,800	+17.9%
Persons 18+ fully vaccinated	161,424,670 62.5% of 18+ pop.	+211,926	+275,478	+19.9%
Persons 65+ fully vaccinated	44,411,284 81.0% of 65+ pop.	N/A	+33,228	+23.1%



Population Fully Vaccinated through 8/23/2021

In total, **51.5%** of the population** (171.1M) is fully vaccinated

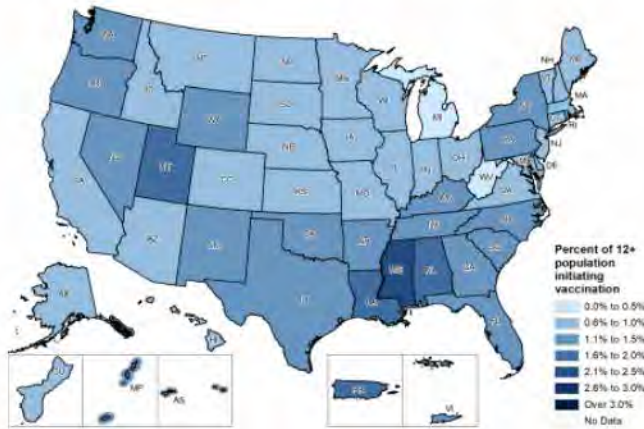


Daily Population Initiating Vaccination through 8/23/2021

446,177 persons initiated vaccination per day in last 7 days, **7.4% lower** than previous 7 days

Vaccination data as of 8/23/2021 1pm ET. **Currently, persons under age 12 years are not authorized to receive COVID-19 vaccine; this group represents ~15% of the US population. Persons who are fully vaccinated are attributed to the jurisdiction in which they reside. **Data Source:** Unified COVID-19 Vaccine Dataset, Doses administered are the total number reported by states, territories, and organizations that received doses. Fully vaccinated indicates those who received the second dose of Pfizer-BioNTech or Moderna vaccines and those who received one dose of J&J/Janssen COVID-19 vaccine. Values reflect total by report date, not administered date. See *Data Sources and Methods* slide for details.

Vaccination Program Trends

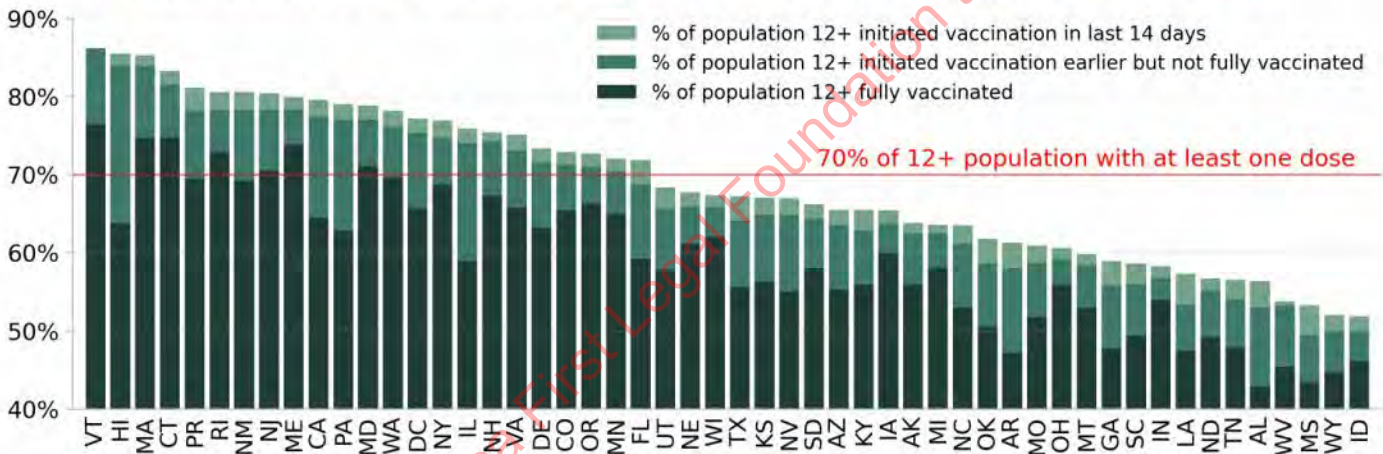


Population 12+ initiating vaccination in last week

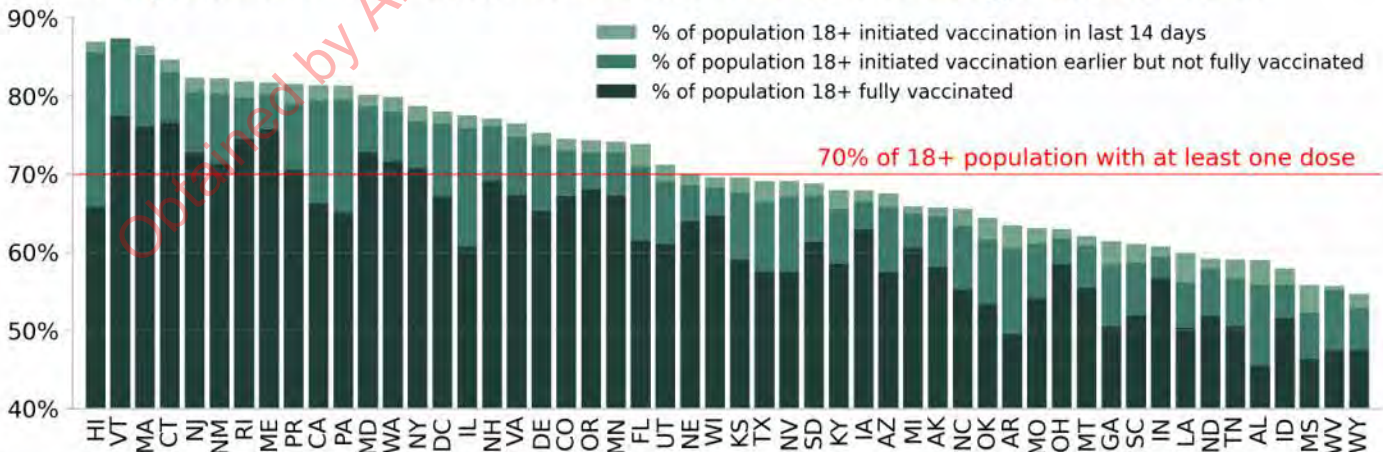
1.1% of population 12+ received their first dose in last 7 days, down from 1.2% in the previous 7 days

Of previously unvaccinated population 12+, 3.7% received their first dose

Population 12+ with at Least 1 Dose through 8/23/2021



Population 18+ with at Least 1 Dose through 8/23/2021



Vaccination data as of 8/23/2021 1pm ET. **Currently, persons under age 12 years are not authorized to receive COVID-19 vaccine; this group represents ~15% of the US population. Persons who are fully vaccinated are attributed to the jurisdiction in which they reside. **Data Source:** Unified COVID-19 Vaccine Dataset. Doses administered are the total number reported by states, territories, and organizations that received doses. Fully vaccinated indicates those who received the second dose of Pfizer-BioNTech or Moderna vaccines and those who received one dose of J&J/Janssen COVID-19 vaccine. Values reflect total by report date, not administered date. Idaho only provides vaccine data for vaccine recipients who are 18 years and older, in line with state laws. COVID-19 vaccination administration data are unavailable for the Idaho population aged less than 18 years. Vaccination rates for those 12+ may be artificially low due to this lack of reporting. See [Data Sources and Methods slide for details](#).

State Key Metrics

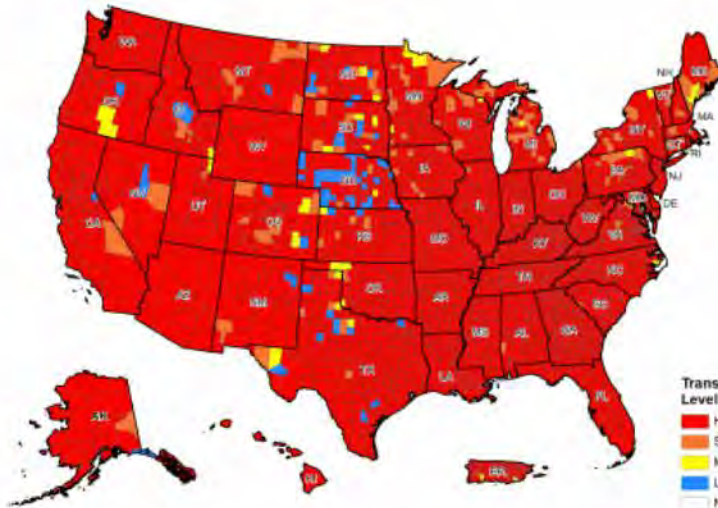
7-day daily average values are colored red when their associated rates exceed a specific threshold. Cases are red if cases per 100,000 population are 100 or more; COVID hospital admissions are red if confirmed admissions per 100 inpatient beds are 11 or more; deaths are red if deaths per 100,000 population are 2.0 or more; and nucleic acid amplification test (NAAT) positivity is red if the rate is 10.0% or more.

State	Total to date		7-day daily average				Vaccinations		
	Cases	Deaths	Cases	Confirmed COVID Hospital Admissions	Deaths	NAAT Positivity	Total # of doses administered	% of pop. with at least 1 dose	% of pop. fully vaccinated
Alabama	665,653	12,000	4,041	421	29	20.3%	3,943,465	48.1%	36.6%
Alaska	79,479	406	353	16	2	7.2%	717,197	53.3%	46.6%
American Samoa	0	0	0	0	0	-	54,964	54.4%	45.3%
Arizona	986,082	18,600	2,946	199	19	10.7%	7,448,382	55.9%	47.1%
Arkansas	435,256	6,674	2,207	163	30	11.5%	2,711,677	52.1%	40.0%
California	4,291,284	64,674	8,105	961	24	8.0%	47,250,789	67.9%	55.0%
Colorado	598,940	7,067	877	110	4	7.0%	6,718,131	62.6%	56.2%
Connecticut	365,856	8,337	424	40	4	4.7%	4,750,834	72.6%	65.1%
Delaware	116,771	1,854	326	24	2	7.4%	1,134,865	63.3%	54.5%
District of Columbia	53,342	1,155	97	15	1	4.5%	935,211	66.6%	56.7%
Florida	3,082,733	42,716	21,297	2,091	38	22.2%	24,249,172	62.6%	51.6%
Georgia	1,307,084	22,199	5,934	735	28	17.5%	9,518,588	49.9%	40.4%
Guam	9,394	144	54	2	0	15.7%	208,812	67.6%	61.4%
Hawaii	54,038	561	690	54	2	8.4%	1,760,280	73.4%	54.7%
Idaho	212,939	2,283	569	42	5	18.2%	1,435,697	43.5%	38.7%
Illinois	1,482,369	26,223	2,657	249	16	5.8%	14,342,285	65.1%	50.4%
Indiana	817,149	14,228	2,281	217	7	12.8%	6,320,296	49.4%	45.7%
Iowa	395,167	6,226	682	67	2	12.8%	3,249,001	55.5%	50.9%
Kansas	356,065	5,494	929	88	15	12.2%	2,856,226	56.4%	47.3%
Kentucky	534,430	7,517	2,191	438	4	14.3%	4,449,697	55.8%	47.6%
Louisiana	649,915	11,918	3,747	349	51	14.1%	4,071,444	48.4%	40.0%
Maine	73,659	924	127	12	3	4.6%	1,715,125	70.5%	65.1%
Marshall Islands	4	0	0	-	0	-	37,926	36.1%	31.1%
Maryland	486,968	9,943	1,002	80	7	6.7%	7,481,660	67.3%	60.7%
Massachusetts	743,735	18,175	1,027	71	4	2.9%	9,378,806	74.7%	65.4%
Michigan	1,040,673	21,393	1,350	124	10	7.7%	10,074,092	54.7%	50.0%
Micronesia	7	0	0	-	0	-	62,962	37.9%	32.0%
Minnesota	633,556	7,853	1,105	60	4	6.5%	6,298,364	61.2%	55.2%
Mississippi	406,249	7,991	2,466	159	7	20.4%	2,380,438	45.1%	36.8%
Missouri	739,469	10,206	2,439	243	25	13.2%	5,842,307	52.0%	44.2%
Montana	122,318	1,755	307	42	3	12.3%	1,005,298	51.4%	45.4%
Nebraska	237,492	2,302	409	31	1	17.2%	2,026,853	56.6%	51.1%
Nevada	378,700	6,280	842	110	14	15.7%	3,143,369	57.0%	46.8%
New Hampshire	104,571	1,397	185	14	0	4.1%	1,671,416	66.5%	59.3%
New Jersey	1,074,306	26,752	1,910	131	8	5.4%	10,824,460	69.0%	60.5%
New Mexico	223,796	4,472	578	54	2	8.2%	2,591,475	68.7%	59.0%
New York	2,237,376	53,905	4,490	254	22	4.1%	23,969,123	66.3%	59.2%
North Carolina	1,144,894	14,059	3,926	337	28	12.5%	10,233,525	54.5%	45.5%
North Dakota	114,806	1,551	211	15	1	7.5%	686,907	47.5%	41.2%
Northern Mariana Islands	183	2	0	0	0	-	65,308	60.5%	55.5%
Ohio	1,180,986	20,689	3,032	257	11	8.7%	11,480,792	51.9%	47.8%
Oklahoma	527,364	7,764	1,808	283	14	23.1%	3,710,682	51.9%	42.5%
Oregon	252,977	3,012	1,656	93	10	10.1%	4,902,496	63.1%	57.4%
Palau	2	0	0	-	0	-	28,152	89.9%	81.2%
Pennsylvania	1,267,709	28,076	2,456	170	16	6.8%	15,172,755	68.4%	54.3%
Puerto Rico	164,759	2,742	848	32	11	11.6%	4,151,188	72.4%	62.0%
Rhode Island	159,710	2,753	237	13	1	3.7%	1,375,358	70.5%	63.8%
South Carolina	681,615	10,239	2,476	257	17	14.2%	4,693,274	50.4%	42.4%
South Dakota	128,295	2,057	204	15	1	23.0%	884,903	55.2%	48.4%
Tennessee	993,359	13,179	5,088	298	17	18.8%	6,150,954	48.3%	40.9%
Texas	3,445,183	53,994	16,758	1,335	129	16.9%	29,382,024	55.9%	46.2%
Utah	451,655	2,572	808	55	6	11.8%	3,168,046	55.3%	46.7%
Vermont	24,955	260	62	3	1	3.4%	867,253	75.6%	67.5%
Virgin Islands	5,605	45	42	1	1	17.4%	92,325	47.7%	39.0%
Virginia	736,772	11,674	1,821	139	8	10.0%	10,095,033	64.5%	56.4%
Washington	528,453	6,356	2,300	122	16	18.6%	9,351,926	66.7%	59.5%
West Virginia	177,533	3,008	570	53	3	10.8%	1,504,474	46.8%	39.5%
Wisconsin	714,600	8,368	1,157	163	7	7.9%	6,380,097	57.8%	53.3%
Wyoming	70,671	809	279	28	2	9.9%	467,083	44.1%	37.9%
United States	37,768,911	626,833	124,383	11,337	692	9.6%	363,267,789	60.8%	51.5%

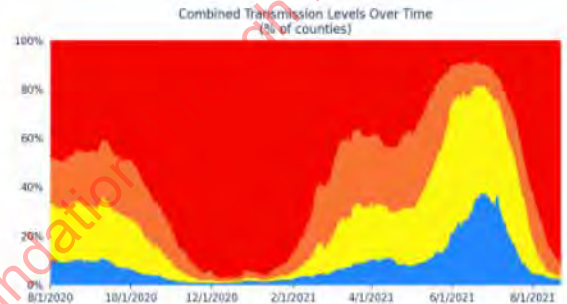
**Testing data may be incomplete due to delays in data reporting. Daily data may be filled over time. Daily 7-day average values are colored red when their associated rates exceed a specific threshold. Cases are red if cases per 100,000 population are 100 or more; COVID hospital admissions are red if confirmed admissions per 100 inpatient beds are 11 or more; deaths are red if deaths per 100,000 population are 2.0 or more; and nucleic acid amplification test (NAAT) positivity is red if the rate is 10.0% or more. Historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day are excluded. COVID hospital admissions: Total of confirmed adult and pediatric hospital admissions, from Unfiled Hospital Data. Tests: Viral nucleic acid amplification tests (NAATs), from Unfiled Testing Dataset. Test positivity: Positive tests divided by number of tests performed and resulted. Vaccines: Unfiled COVID-19 Vaccine Dataset as of 8/23. Doses administered are the total number reported by states, territories, and organizations that received doses. Values reflect total by report date, not administered data. Persons who received at least one dose are attributed to the jurisdiction in which they reside. See Data Sources and Methods slide for details.

Community Transmission Level

Community Transmission as of 8/22/2021



96.5% of counties (99.6% of population) have high or substantial community transmission in last 7 days, a **0.9-point increase** (no change) from previous 7 days



County Summary

Counties by Community Transmission Indicator				
Cases per 100k	0 to 9	10 to 49	50 to 99	100 +
% of counties	4.4%	1.6%	7.0%	87.0%
change since last week	↓0.4%	↓1.2%	↓4.4%	↑6.1%
Test positivity	0.0% to 4.9%	5.0% to 7.9%	8.0% to 9.9%	10.0% +
% of counties	18.6%	12.3%	9.9%	59.1%
change since last week	↑4.6%	↓2.6%	↓0.0%	↓1.9%
Counties by Combined Transmission Level				
Category	Low Transmission Blue	Moderate Transmission Yellow	Substantial Transmission Orange	High Transmission Red
% of counties	2.2%	1.3%	5.2%	91.3%
change since last week	0.0%	↓0.9%	↓4.3%	↑5.2%
% of population	0.1%	0.3%	3.5%	96.1%
change since last week	↑0.0%	↓0.0%	↓5.3%	↑5.2%

Maps and figures reflect 7-day average of data from 8/16-8/22 (cases), 8/14-8/20 (tests). Most recent days may have incomplete reporting. **Cases/Deaths:** CDC Aggregate County Data. Note that as of May 26, 2021, Nebraska stopped reporting county level case data. Since June 30, the Nebraska county level community transmission indicator is only based on NAAT positivity. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests performed and resulted. **County percentages** are based on a denominator of 3,220 county/county-equivalents, including states and PR municipalities. **Combined Transmission Level** is the higher threshold among case and testing thresholds. See [Data Sources and Methods](#) page for details.

Data Sources & Methods

Special Topics Schedule

Each week additional topics are included

Day of Week	Topic
Monday	Vaccine Confidence
Tuesday	Community Transmission Levels
Wednesday	Modeling/Prediction
Thursday	Variants
Friday	Global Update
Saturday	Demographic Trends
	Therapeutics

Some dates may have incomplete data due to delays in reporting. Data may be backfilled over time resulting in changes from day to day.

Population/Demographics: Population and demographic data from US Census Vintage 2019 Demographic Estimates.

Cases and Deaths: COVID-19 case and death metrics at the state and county level are generated using a dataset managed by the CDC which is compiled from state and local health departments. Most states and localities report both confirmed and suspected cases and deaths, although some report just confirmed cases and deaths. To ensure data quality, daily data alerts are monitored for deviations in the data (e.g., decreases in cumulative values, no change in values, abnormal increases in values). These alerts are manually reviewed every day by checking the data against local government websites, state websites, and news sources, and the raw values are corrected as needed to reflect local government reports. Cases are based on date of report and not on date of symptom onset. This may cause artificial spikes in any given day of data. Changes in reporting may also cause temporary spikes or dips (e.g. shifts from reporting confirmed and probable cases to reporting just confirmed cases). Case data are presented as 7-day totals or averages to adjust for these anomalies as well as weekly variations in reporting. CBSA-level data are calculated by aggregating county/municipio-level data. Regional and national values are calculated by aggregating state-level data.

Hospital Data: Unified Hospital Dataset, including federal facilities (VA, DHA, and IHS hospitals) and excluding psychiatric, rehabilitation, and religious non-medical hospitals.

- Hospital data are reported to HHS either directly from facilities or via a state submission. Data for hospitals with the same CMS Certification Number (CCN) are aggregated. Three percent of CCNs contain multiple facilities that map to different counties and some of these may also map to different CBSAs. These data are reported daily by more than 6,000 facilities across the country. While these data are reviewed for errors and corrected, some reporting errors may still exist within the data. To minimize errors in data reported here, extreme outliers are removed from the data before the metrics are calculated.
- Total inpatient bed, ICU bed, and ventilator counts are calculated as an average among reports from each hospital in the given timeframe. Unless otherwise noted, "inpatient beds" indicates staffed adult and pediatric inpatient beds, while "ICU beds" indicates staffed adult ICU beds. Utilization metrics calculate the average utilization in the geography for the week. Due to inconsistent reporting and impacts of staffing on the total number of beds at each hospital, variations may occur over time and the number shown may not be a full representation of the true number of resources in the area.
- Total number of admissions is calculated as a sum of confirmed and suspected admissions, both adult and pediatric, reported by all hospitals reporting in the given timeframe. Due to inconsistent reporting and data errors, the number shown may not be a full representation of the true number of admissions in the area.

Testing: CELR (COVID-19 Electronic Lab Reporting) state health department-reported data are used to describe state-level totals when able to be disaggregated from serology test results and to describe county-level totals when information is available on patients' county of residence or healthcare providers' practice location. HHS Protect laboratory data (provided directly to Federal Government from public health labs, hospital labs, and six commercial labs) are used otherwise. Some states did not report on certain days, which may affect the total number of tests resulted and positivity rate values. Total diagnostic tests are the number of tests performed, not the number of individuals tested. The term Nucleic Acid Amplification Test (NAAT) includes RT-PCR and other testing methods, which were always included in the testing data. Viral NAAT positivity rate is the number of positive tests divided by the number of tests performed and resulted. See <https://www.cdc.gov/coronavirus/2019-ncov/lab/resources/calculating-percent-positivity.html> for more information on this method. Testing data may be backfilled over time, resulting in changes week-to-week in testing data.

Vaccine Data: Data on doses of Pfizer-BioNTech, Moderna, and J&J/Janssen vaccine administered include those reported to CDC as of 6:00 am ET on the day of reporting. Total doses administered are cumulative counts of individual COVID-19 vaccine doses administered as reported to CDC by state, territorial, and local public health agencies and federal entities since December 14, 2020. Values reflect total by report date, not administered date. The total population count is used as the denominator to calculate the percentage of people receiving at least 1 dose. This provides a measure of vaccination among the entire population (i.e., all ages). Emergency Use Authorization has been granted for use of the Pfizer-BioNTech vaccine among persons aged 16 and older, use of the Moderna vaccine among persons aged 18 and older, and use of the J&J/Janssen vaccine among persons 18 and older. Therefore, vaccine use is currently limited among those under age 18, which represents approximately 22% of the US population.

Vaccine supply chain and administration counts indicate the following.

- Allocated** dose count is a combination of the first dose supply that is ready to order and the projected number of doses that will automatically be made available for ordering; this currently assumes a 1:1 ratio with the first dose release totals (projected supply that will be made available to support second doses that may be needed).
- Available** dose count is a combination of doses not ordered from previous weeks, new first doses, and doses previously allocated based on the 1:1 ratio projections from the previous 2 to 3 weeks.
- Delivered** dose count is the number of doses delivered to provider sites, where provider site is defined as the first delivery point that received the vaccine shipment in a jurisdiction.
- Administered** dose count is the number of doses administered and reported to CDC (currently, about 90% of doses administered are reported to CDC within 5 days of the dose being administered, but this value may change over time).

Vaccination data in this report may differ from data reported by states and territories for several reasons:

- Data may be updated on different schedules and reflect data "as of" different dates or times of day. There may be a delay between the time a vaccination record appears in a state or jurisdictional system and when it is received by CDC.
- Occasionally, there may be technical issues related to processing or transmission of data. When issues arise, CDC works closely with the states, territories, and federal entities to resolve the problem.
- CDC receives vaccine administration information from multiple sources, including jurisdictional immunization information systems, pharmacies, federal agencies receiving a direct vaccine allocation, and the Vaccine Administration Management System (VAMS), which supports temporary, mobile, or satellite clinics. Validation and business rules applied to prevent data duplication may cause data presented on the CDC COVID Data Tracker to differ from what is in state immunization systems and dashboards. Every effort is made to reconcile doses administered that are reported through more than one system but, in certain circumstances, some vaccine doses administered could be counted more than once.
- Healthcare providers report doses administered to federal, state, territorial, and local agencies up to 72 hours after administration. There may be additional lag for data to be transmitted from the federal, state, territorial, or local agency to CDC. A large difference between the number of doses distributed and the number of people initiating vaccination is expected due to several factors, including the time between doses being shipped and received, the time it takes for doses to be added to the immunization system, the time it takes for administered doses to be reported to CDC, and management of available vaccine stocks by jurisdictions and federal pharmacy partners.

Data Sources & Methods

Area of Concern Continuum

The **Areas of Concern Continuum** is used to describe communities as they progress through stages of the epidemic. There are 7 possible AOC classifications based on current and recent history of case and testing data for the location:

<p>Low Burden Community</p> <p>Purpose: Identify communities with minimal activity.</p> <p>Definition:</p> <ul style="list-style-type: none"> <10 new cases per 100k population in the last week 	<p>Sustained Hotspot</p> <p>Purpose: Identify communities that have had a high sustained case burden and are at potentially higher risk for experiencing healthcare resource limitations.</p> <p>Definition:</p> <ul style="list-style-type: none"> Either <u>Hotspot</u> for at least 7 preceding days or already a <u>Sustained Hotspot</u> on previous day AND >200 new cases per 100k population OR >1,000 new cases in the past two weeks AND daily incidence rate >15 new cases per 100k population for 8 or more of the last 14 days OR test positivity >8% over last 14 days AND >100 cases during the last two weeks AND conditions must hold for at least 3 of the previous 5 days
<p>Moderate Burden Community</p> <p>Purpose: Identify communities with moderate disease activity.</p> <p>Definition:</p> <ul style="list-style-type: none"> Has NOT been identified as a <u>Hotspot</u>, <u>Sustained Hotspot</u>, or <u>High Burden—Resolving</u> within the last 2 weeks AND does not meet the definition for an <u>Emerging Hotspot</u>, <u>Hotspot</u>, <u>Sustained Hotspot</u>, or <u>High Burden—Resolving</u> AND does not meet the definition for being a <u>Low Burden Community</u> 	<p>High Burden – Resolving</p> <p>Purpose: Identify communities that were recently identified as hotspots and are now improving.</p> <p>Definition:</p> <ul style="list-style-type: none"> Identified as a <u>Hotspot</u> or <u>Sustained Hotspot</u> within the last 2 weeks AND not currently a <u>Emerging Hotspot</u>, <u>Hotspot</u>, or <u>Sustained Hotspot</u> AND >100 new cases per 100k population OR >500 new cases in last week AND number of days in downward trajectory* ≥ 7 AND >50 cases during last week OR both ≥ 10 cases in last week and >8% test positivity in last week
<p>Emerging Hotspot</p> <p>Purpose: Generate early and reliable signals of communities with emerging increases in disease burden that have a high likelihood for becoming a hotspot in the next 1-7 days.</p> <p>Method: Decision tree model that leverages the following features, trained based on prior data:</p> <p>Cases</p> <ul style="list-style-type: none"> Total cases in the last week Total cases per 100k population in the last week New cases in the last week minus new cases the previous week Ratio of total cases in last 7 days to total cases in last 30 days <p>Testing</p> <ul style="list-style-type: none"> Number of tests last week Difference in percent positive tests in last 7 days from last 21 days 	<p>Moderate Burden – Resolving</p> <p>Purpose: Identify communities that have a moderate level of burden, but are demonstrating improvement.</p> <p>Definition:</p> <ul style="list-style-type: none"> Identified as a <u>Hotspot</u>, <u>Sustained Hotspot</u>, or <u>High Burden—Resolving</u> within the last 2 weeks AND does not meet the definition for an <u>Emerging Hotspot</u>, <u>Hotspot</u>, <u>Sustained Hotspot</u>, or <u>High Burden—Resolving</u> AND does not meet the definition for being a <u>Low Burden Community</u>
<p>Hotspot</p> <p>Purpose: Identify communities that have reached a threshold of disease activity considered as being of high burden.</p> <p>Definition:</p> <ul style="list-style-type: none"> >100 new cases per 100k population OR >500 new cases in the past week AND number of days in downward case trajectory* ≤ 7 days AND >50 cases during past week AND conditions must hold for at least 3 of the previous 5 days 	<p>Data Sources: CDC Aggregate County Data; Unified Testing Dataset; US Census 2019</p>

*Number of Days in Downward Case Trajectory: This field is calculated using a CDC algorithm that first fits a smooth spline curve to daily case counts, and then counts the number of days that curve has been decreasing or at a low level. More specifically, the computation is based on a cubic spline fit of the 7-day rolling average of cases. The number of days decreasing (in downward trajectory) is calculated by summing the number of consecutive days of decline or near-zero incidence. A day is considered part of a downward trajectory if it (i) was previously at elevated incidence (had a two-week incidence greater than 10 cases per 100k population), and (ii) meets one of the following three conditions: (a) had a negative slope, OR (b) was in a low-incidence plateau (two-week incidence ≤ 10 cases per 100k population and a slope ≥ 0 to < 0.1 new cases per 100k population based on a 7-day moving average), OR (c) had less than 5 cases in the past 2 weeks.

COVID-19 Daily Update

August 24, 2021

Data Insights

- Nationally, most metrics have been increasing:
 - New cases **decreased 4%** week-on-week (from 130,165 to 124,383 cases/day, 7-day daily average); the recent decrease is an underestimate of percent change due to delayed weekend reporting
 - New confirmed COVID-19 hospital admissions **increased 2%** week-on-week (from 11,162 to 11,337 admissions/day, 7-day daily average)
 - Reported COVID-19 deaths **increased 4%** week-on-week (from 664 to 692 deaths/day, 7-day daily average)
 - NAAT positivity **decreased 0.6 percentage points** week-on-week (from 10.20% to 9.57%, 7-day daily average)
- As of August 23, 2021, according to community transmission indicators developed by CDC, nationally, **96.5% of counties** (99.6% of population) **have high or substantial transmission** in the last 7 days, up from 95.5% (99.6% of population) last week
- Overall, **363,267,789** COVID-19 vaccine doses have been administered in the United States
 - In total, **61%** of the population (201.7 million people) has received at least one dose and **52%** of the population (171.1 million people) is fully vaccinated
 - 71% of people 12 years and older** have received at least 1 dose and **60%** are fully vaccinated
 - 50% of people 12 to 17 years of age** have received at least 1 dose and **38%** are fully vaccinated
 - 73% of adults 18 years and older** have received at least 1 dose and **63%** are fully vaccinated
 - 91% of adults 65 years and older** have received at least 1 dose and **81%** are fully vaccinated

Media Headlines

- The FDA granted the Pfizer-BioNTech vaccine [full approval](#) for people 16 and up, which health experts and officials hope will boost confidence in vaccination. The approval is expected to spur more hospitals, businesses, schools, and other organizations to establish vaccine requirements
 - Following the announcement, the Pentagon said it is preparing to issue guidance to require all [US service personnel](#) to be vaccinated
 - The vaccine will remain under emergency use authorization for children ages 12 to 15, as Pfizer collects the necessary data needed for full approval
- ICUs across the [Gulf Coast region](#) are above capacity and doctors are warning that the surge of COVID-19 patients is [compromising care](#) for all patients
 - Panama City, FL; Mobile, AL; and Gulfport, MS all have higher hospitalization rates than their states as a whole, and the percentage of the population fully vaccinated in all three counties is [below 40%](#)
- [Facebook](#) announced that an article suggesting COVID-19 vaccines could lead to death was its [most viewed](#) article from January to March, and a page that pushed COVID-19 misinformation was among its [top 20](#) most visited pages. The findings are fueling concerns over social media platforms allowing for the rapid spread of misinformation
- A [USA TODAY Ipsos poll](#) found that 72% of respondents believe that mask mandates are a "matter of health and safety" and don't infringe on personal liberty, and 62% of those surveyed supported employers requiring workers to get vaccinated
- As more children test positive for COVID-19 with the start of the school year, parents are struggling not only with the logistics of keeping children in quarantine, but are also experiencing [breakthrough infections](#) after contracting the virus from their children

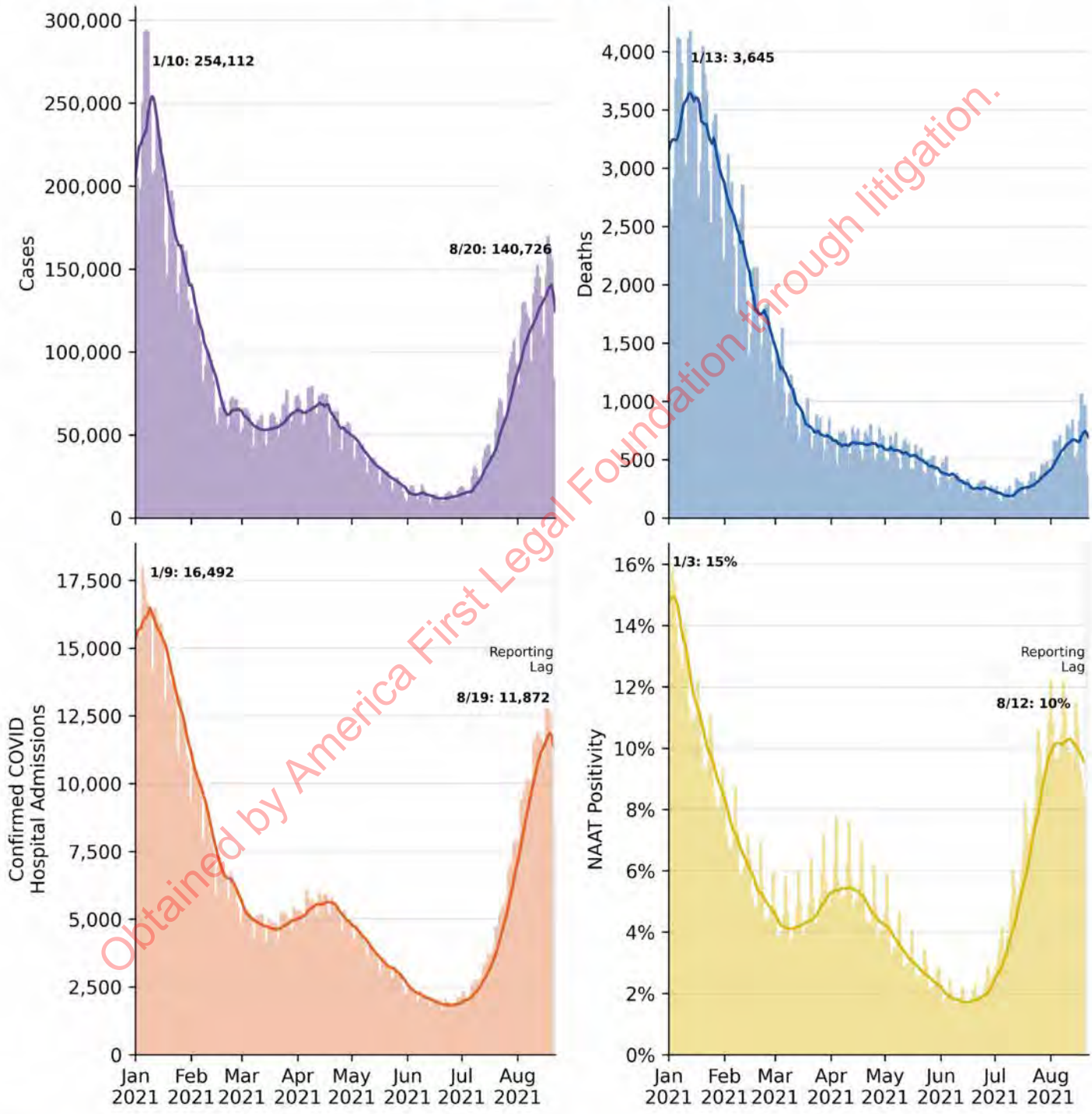
Key Metrics

	Total to date	Most recent day*	7-day daily average	Week-on-week change
Cases	37,768,911	43,222	124,383	-4.4%
Conf. COVID hosp. admits	2,633,567	8,713	11,337	+1.6%
Deaths	626,833	164	692	+4.2%
NAATs reported**	509,470,551	<i>omitted due to reporting lag</i>	1,136,286**	+1.4%**
Test positivity**	7.7%	<i>omitted due to reporting lag</i>	9.6%	-0.6 pct. pts.
Vaccine doses administered	363,267,789	+610,018	+853,676	+11.5%
Persons fully vaccinated	171,088,954	+267,333	+342,800	+17.9%
Persons 12-17 w/ 1+ doses	12,679,458	+97,930	+77,463	-16.8%
Persons 18+ w/ 1+ doses	188,812,075	+194,819	+368,572	-5.1%

Most recent day, 7-day daily average, and week-on-week change exclude historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day. ***Most recent day:** 8/23/2021 (vaccine doses reported), 8/22/2021 (cases/deaths), 8/21/2021 (hospitalized), 8/16/2021 (test volume), 8/20/2021 (test positivity). **Testing data may be incomplete due to delays and/or differences in state reporting. Data may be backfilled over time, resulting in week-to-week changes. **7-day daily average:** 8/17-8/23 (vaccines), 8/16-8/22 (cases/deaths), 8/15-8/21 (hospitalized), 8/10-8/16 (test volume), 8/14-8/20 (test positivity). Most recent days may have incomplete reporting. **Week-on-week change:** The 7-day daily average compared to the previous seven days. **Cases/Deaths:** CDC State-Reported Data, CDC Aggregate County Data. **COVID hospital admissions:** Total of confirmed adult and pediatric hospital admissions, from Unified Hospital Dataset. Total is value since 8/1/2020 due to limited reporting before this date. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests performed and resulted. The week-on-week change decreased 0.6 percentage points from 10.20% to 9.57% which equals a -6.2% relative change. **Vaccines:** Unified COVID-19 Vaccine Dataset. Doses administered are the total number reported by states, territories, and organizations that received doses. Fully vaccinated indicates those who received the second dose of Pfizer-BioNTech or Moderna vaccines and those who received one dose of J&J/Janssen COVID-19 vaccine. Values reflect total by report date, not administered date. **Red highlights:** Indicate a week-on-week change of +10% or greater (cases, admissions, deaths) or NAAT positivity of 5.0% or greater. See [Data Sources and Methods slide](#) for details.

National Trends

Trends in COVID-19 cases, hospital admissions, deaths, and nucleic acid amplification test (NAAT) positivity, showing 7-day daily average. Labels on curves indicate date and prior peaks of 7-day daily averages. Data shown from 1/1/2021 to 8/22/2021.

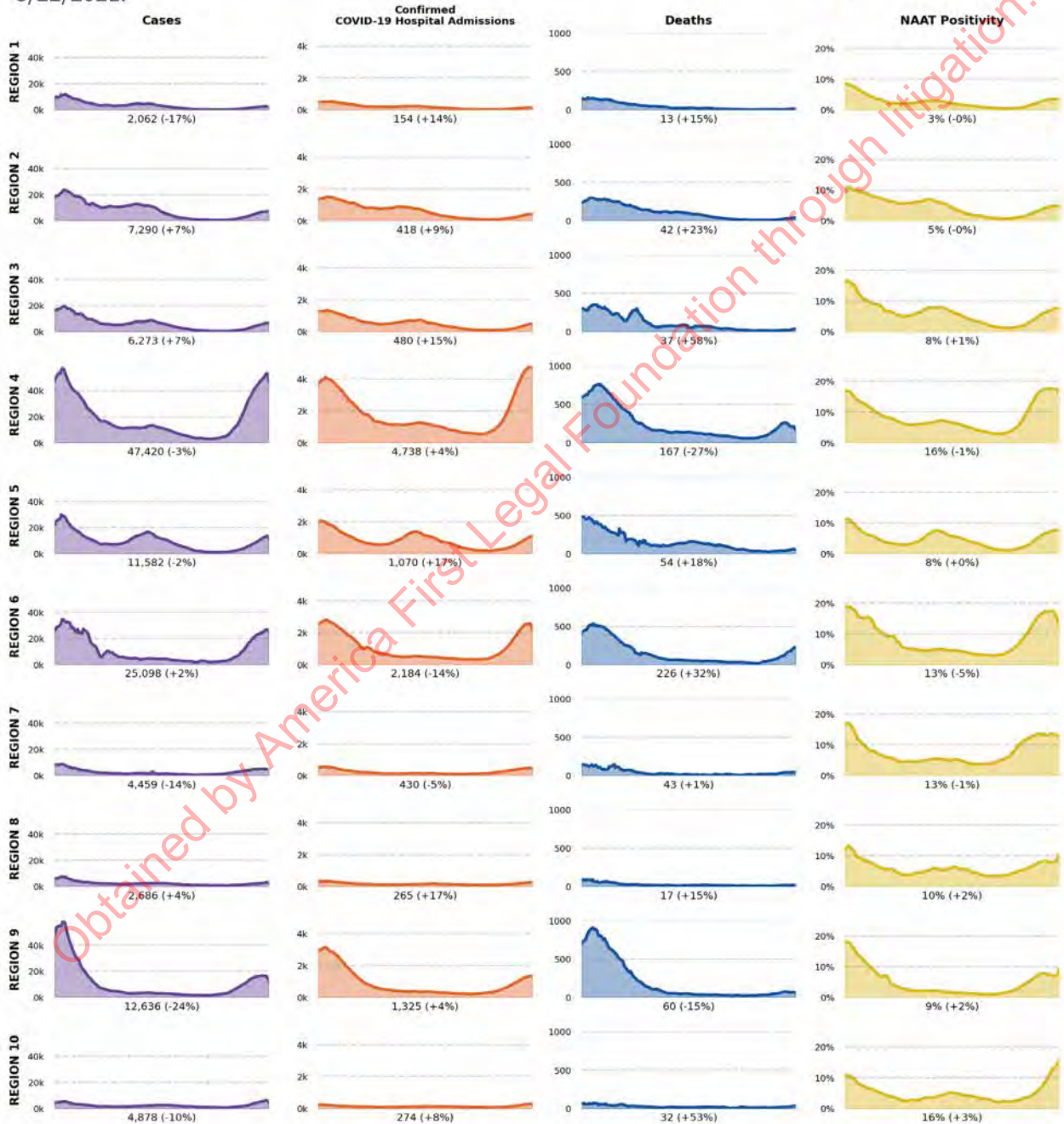


Data may be backfilled over time, resulting in week-to-week changes. **Cases/Deaths:** CDC State-Reported Data. Historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day are excluded. **COVID Hospital admissions:** Total of confirmed COVID-19 adult and pediatric hospitalizations, from Unified Hospital Dataset. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests returned and resulted. See *Data Sources and Methods* slide for details.

Regional Trends



Trends in COVID-19 cases, hospital admissions, deaths, and nucleic acid amplification test (NAAT) positivity, showing 7-day daily average by HHS/FEMA Region. Numbers shown below charts are current 7-day daily average and change since previous 7-day period. Data shown from 1/1/2021 to 8/22/2021.



Data may be backfilled over time, resulting in week-to-week changes. **Cases/Deaths:** CDC State-Reported Data. Historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day are excluded. **COVID Hospital admissions:** Total of confirmed COVID-19 adult and pediatric hospitalizations, from Unified Hospital Dataset. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests returned and resulted. See [Data Sources and Methods slide](#) for details.

National Summary

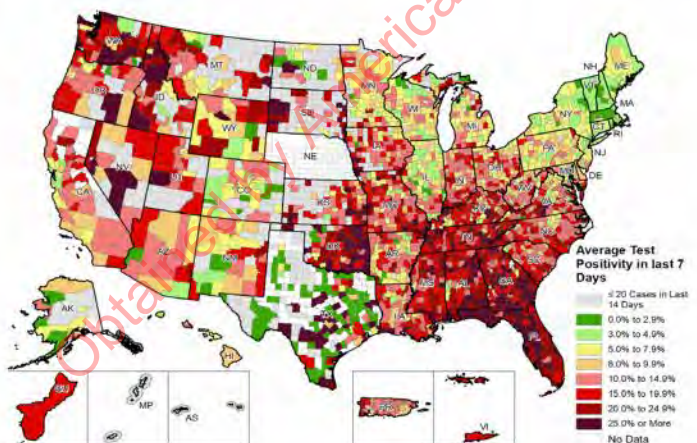
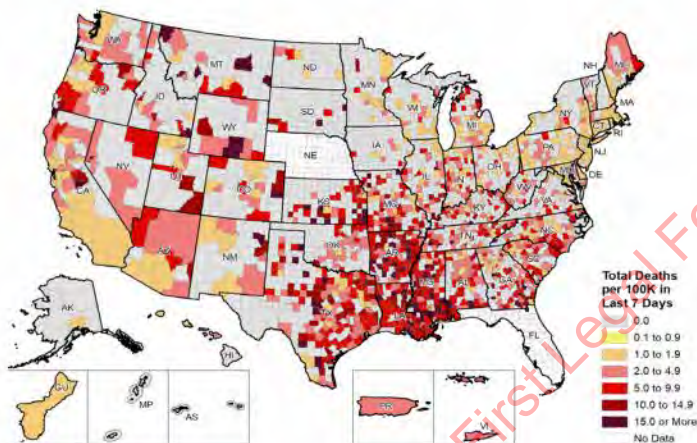
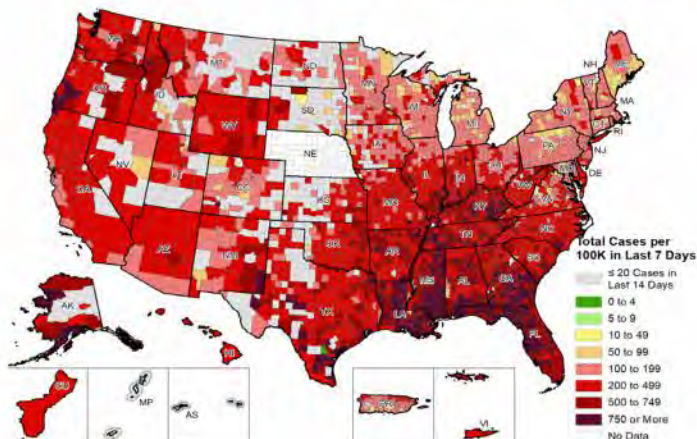
Case Rate by County through 8/22/2021

124,383 average daily cases in last 7 days, **4.4% lower** than previous 7 days

692 average daily deaths in last 7 days, **4.2% higher** than previous 7 days

NAAT Positivity by County through 8/20/2021

9.6% average test positivity in last 7 days, **down 0.6%** from previous 7 days



Maps and figures reflect 7-day average of data from 8/16-8/22 (cases/deaths), 8/14-8/20 (tests). Most recent days may have incomplete reporting. **Cases/Deaths:** CDC Aggregate County Data. Note that as of May 26, 2021, Nebraska stopped reporting county level case data. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests performed and resulted. See [Data Sources and Methods](#) page for details.

National Hospital Summary

Confirmed COVID Admissions by Hospital Service Area through 8/21/2021

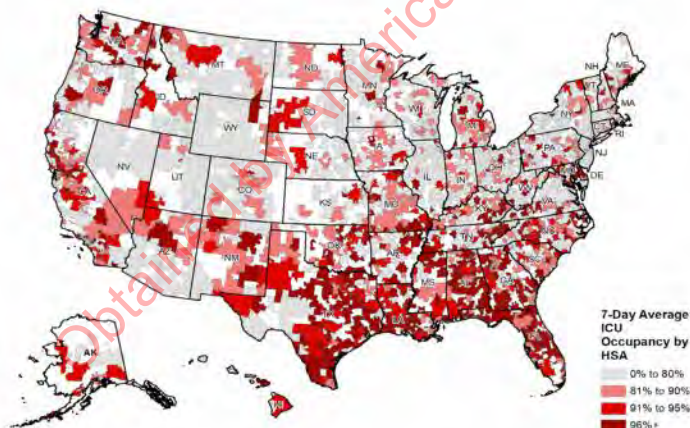
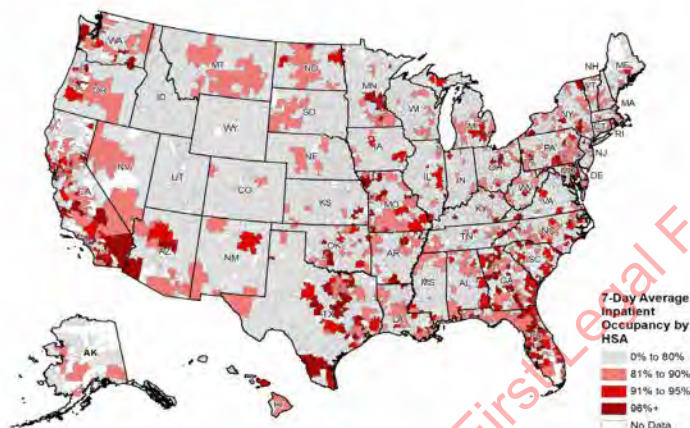
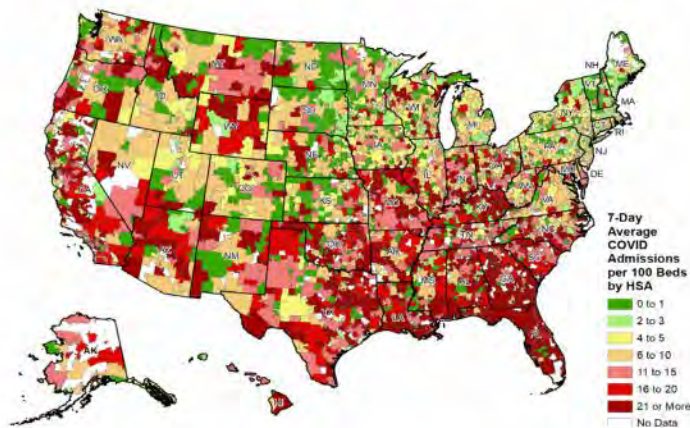
11,337 average daily COVID admissions in last 7 days, **1.6% higher** than previous 7 days

Inpatient Occupancy through 8/21/2021

76.2% of inpatient beds are occupied by COVID and non-COVID patients, **up 0.4%** from previous 7 days

Adult ICU Occupancy through 8/21/2021

76.7% of staffed adult ICU beds are occupied by COVID and non-COVID patients, **up 1.5%** from previous 7 days



Maps and figures reflect **7-day average** of data from 8/15-8/21 (hospital admissions and occupancy data). Most recent days may have incomplete reporting. **HSA** indicates *Hospital Service Area*. **Admissions per 100 Beds:** Total of confirmed adult and pediatric hospital admissions, from Unified Hospital Dataset. Denominator is based on average daily staffed inpatient beds reported in the HSA. **Inpatient Occupancy:** Inpatient occupancy indicates average percentage of inpatient beds occupied, including both COVID and non-COVID patients, during the last 7 days, by HSA. **Adult ICU Occupancy:** ICU occupancy indicates average percentage of staffed adult ICU beds occupied, including both COVID and non-COVID patients, during the last 7 days, by HSA. See *Data Sources and Methods page* for details.

State Summary

Week-on-Week Changes[†]

Indicators for percent change from previous week: ▲ Increase ▼ Decrease ■ Stable Gray background indicates increasing Cases, Admits, and % Pos

State	Cases	Admits	Deaths	% Pos
AK	▲	■	▲	▲
AL	▲	■	▲	▼
AR	■	▼	▲	■
AS	■	■	■	■
AZ	■	■	▲	▼
CA	▼	■	▼	▲
CO	■	▲	▼	▲
CT	▼	■	▲	■
DC	▼	▲	▲	■
DE	▲	▲	▲	▲
FL	■	■	▼	▲
GA	■	▲	■	▲
GU	▲	▲	■	▲
HI	■	▲	▲	■
IA	▼	▲	■	▼
ID	■	■	▲	▼
IL	▼	■	■	■
IN	■	▲	▼	■
KS	▼	■	▲	■
KY	▼	▲	▲	▲
LA	▼	▼	▲	▼

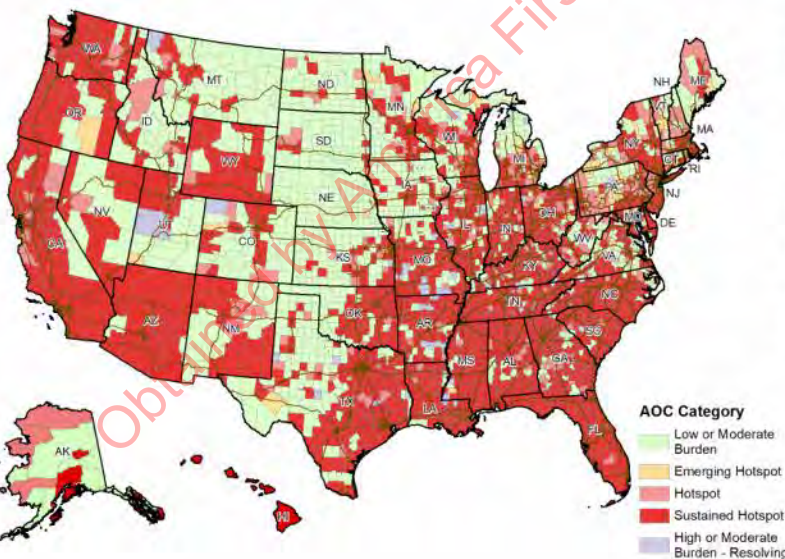
State	Cases	Admits	Deaths	% Pos
MA	▼	▲	▼	■
MD	▲	■	▲	■
ME	▼	▲	▲	■
MI	■	▲	▲	■
MN	■	■	▼	▲
MO	▼	▼	▼	▼
MS	▼	▼	▼	▼
MT	■	▲	▲	▲
NC	▲	▲	▲	■
ND	▲	▲	▲	▲
NE	■	■	▲	▲
NH	■	▲	▼	■
NJ	▲	▲	▲	■
NM	▼	▲	▲	■
NV	▼	▼	▼	▲
NY	■	■	▲	■
OH	▲	■	▲	▼
OK	▼	■	▲	▼
OR	■	▲	▲	■
PA	▲	▲	▲	■
PR	■	▲	▲	■

State	Cases	Admits	Deaths	% Pos
RI	▼	▲	▲	■
SC	▼	▲	▲	■
SD	▲	■	▲	▲
TN	■	■	▼	▲
TX	▲	▼	▲	▼
UT	■	▲	▲	▲
VA	▼	■	■	■
VI	■	▼	▲	■
VT	▲	▼	■	■
WA	▼	■	▲	▲
WI	▼	▲	▲	■
WV	■	▲	▲	▲
WY	■	▲	▲	▲

Weekly change indicators

- ▼ <-10% change in cases, deaths, confirmed COVID admissions; <-0.5% change in positivity
- -10% - 10% change in cases, deaths, confirmed COVID admissions; -0.5% - 0.5% change in positivity
- ▲ >10% change in cases, deaths, confirmed COVID admissions; >0.5% change in positivity

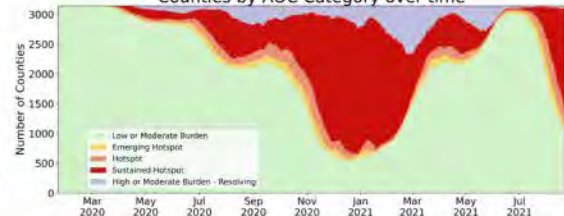
Areas of Concern



The Areas of Concern Continuum (AOC) is used to describe communities as they progress through stages of the epidemic. There are 7 possible AOC classifications based on current and recent history of case and testing data for the location:

- (1) **Low Burden** - communities with minimal activity
- (2) **Moderate Burden** - communities with moderate disease activity
- (3) **Emerging Hotspot** - communities with a high likelihood to become hotspots in the next 1-7 days
- (4) **Hotspot** - communities that have reached a threshold of disease activity considered as being of high burden
- (5) **Sustained Hotspot** - communities that have had a high sustained case burden and may be higher risk for experiencing healthcare resource limitations
- (6) **High Burden - Resolving** - communities that were recently identified as hotspots and are now improving
- (7) **Moderate Burden - Resolving** - communities that have a moderate level of burden, but are demonstrating improvement

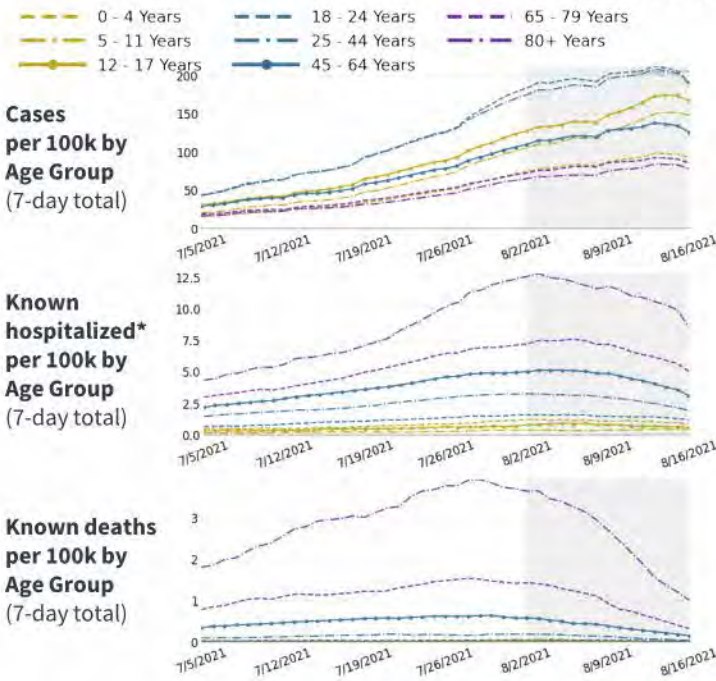
Counties by AOC Category over time



[†]**Week-on-Week Changes:** The last 7 days compared to the previous 7 days, where **last 7 days** is 8/16-8/22 (cases/deaths), 8/15-8/21 (hospital data), 8/14-8/20 (tests). Most recent days may have incomplete reporting. % **Pos** refers to the viral nucleic acid amplification test (NAAT) positivity rate. **Admits** refers to new confirmed COVID-19 hospital admissions, from Unified Hospital Dataset. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. Testing data may be incomplete due to delays and/or differences in state reporting. Data may be backfilled over time, resulting in week-to-week changes. **Cases/Deaths:** CDC State-Reported Data. **Test positivity:** Positive tests divided by number of tests returned and resulted. See *Data Sources and Methods* slide for details.

Demographic Trends

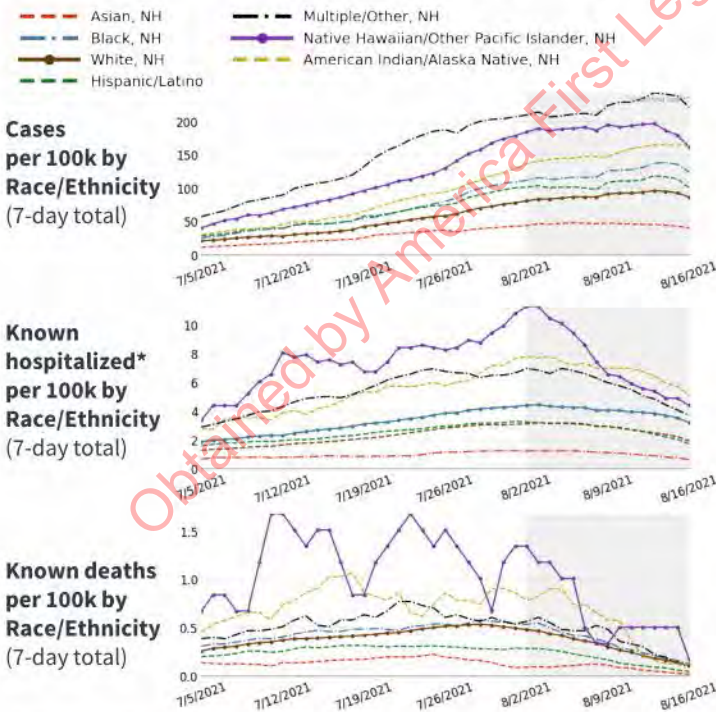
Outcomes by Age



Cases, hospitalizations, and deaths by age group in the week 8/10 - 8/16

Age Group	0 - 4 years	5 - 11 years	12 - 17 years	18 - 24 years	25 - 44 years	45 - 64 years	65 - 79 years	80+ years
Cases per 100k	92	147	167	190	188	125	85	77
Known Hosp. per 100k*	0.8	0.4	0.5	1.2	1.9	3.1	5.0	8.5
Known Deaths per 100k	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.0
Case Fatality Rate*	0.01%	0.00%	0.00%	0.01%	0.01%	0.11%	0.37%	1.29%

Outcomes by Race/Ethnicity*



Cases, hospitalizations, and deaths by race/ethnicity in the week 8/10 - 8/16

Race/Ethnicity	American Indian/Alaska Native, Non-Hispanic	Asian, Non-Hispanic	Black, Non-Hispanic	Hispanic/Latino	Multiple/Other, Non-Hispanic	Native Hawaiian/Other Pacific Islander, Non-Hispanic	White, Non-Hispanic
Cases per 100k	163	40	124	100	221	161	86
Known Hosp. per 100k*	5.1	0.6	3.2	1.7	3.7	4.4	1.9
Known Deaths per 100k	0.1	0.0	0.1	0.0	0.1	0.2	0.1
Case Fatality Rate*	0.08%	0.04%	0.10%	0.04%	0.04%	0.10%	0.13%

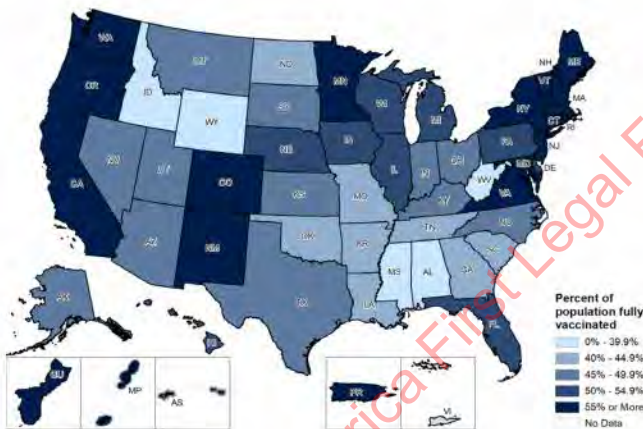
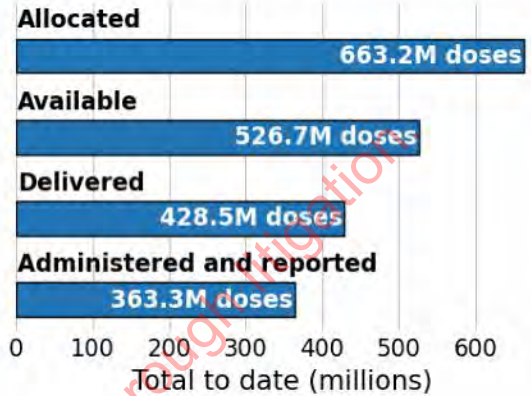
Cases, hospitalizations, and deaths by race/ethnicity, among cases from CDC line list where race/ethnicity and outcomes are known. Case Earliest Date is the earliest of the clinical date (related to illness or specimen collection and chosen by a defined hierarchy) and the date received by CDC. Not age-adjusted**

*Calculations involving age and race/ethnicity are performed with the CDC line level data, which captures approximately 75% of reported cases and deaths. Of the reported cases and deaths from the CDC line list, approximately 0.5% did not include an age and approximately 45% did not include race/ethnicity. **Known Hospitalized** indicates line level data with *hospitalization status=yes*, as reported in the line level data, not COVID-NET data based on hospitalizations. **Known Deaths** indicates line level data with *death status=yes*, not NVSS-NCHS mortality data based on death certificates. The denominator for case fatality rate includes cases with unknown outcome; approximately 52% of cases have unknown outcome. Therefore, calculations are likely to be **substantial underestimates** of true rates. **Comparison of proportions of race/ethnicity does not account for age-adjusted rates standardized to the population. ***Potential two-week delay in case reporting to CDC denoted by gray box. See *Data Sources and Methods* slide for additional details.

Vaccination Program

Vaccine Program Summary as of 8/23/2021

	Total to date	Most recent day	7-day daily average	Week-on-week change
Doses delivered	428,528,965	-2,380	+1,795,809	+49.7%
Doses administered	363,267,789	+610,018	+853,676	+11.5%
Persons fully vaccinated	171,088,954 51.5% of pop.	+267,333	+342,800	+17.9%
Persons 18+ fully vaccinated	161,424,670 62.5% of 18+ pop.	+211,926	+275,478	+19.9%
Persons 65+ fully vaccinated	44,411,284 81.0% of 65+ pop.	N/A	+33,228	+23.1%



Population Fully Vaccinated through 8/23/2021

In total, **51.5%** of the population** (171.1M) is fully vaccinated

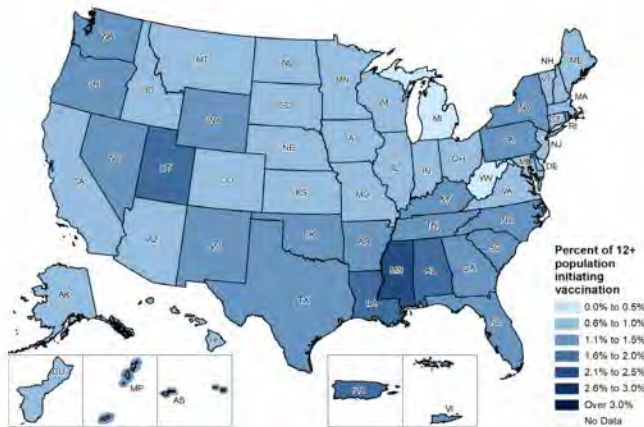


Daily Population Initiating Vaccination through 8/23/2021

446,177 persons initiated vaccination per day in last 7 days, **7.4% lower** than previous 7 days

Vaccination data as of 8/23/2021 1pm ET. **Currently, persons under age 12 years are not authorized to receive COVID-19 vaccine; this group represents ~15% of the US population. Persons who are fully vaccinated are attributed to the jurisdiction in which they reside. **Data Source:** Unified COVID-19 Vaccine Dataset. Doses administered are the total number reported by states, territories, and organizations that received doses. Fully vaccinated indicates those who received the second dose of Pfizer-BioNTech or Moderna vaccines and those who received one dose of J&J/Janssen COVID-19 vaccine. Values reflect total by report date, not administered date. See *Data Sources and Methods* slide for details.

Vaccination Program Trends

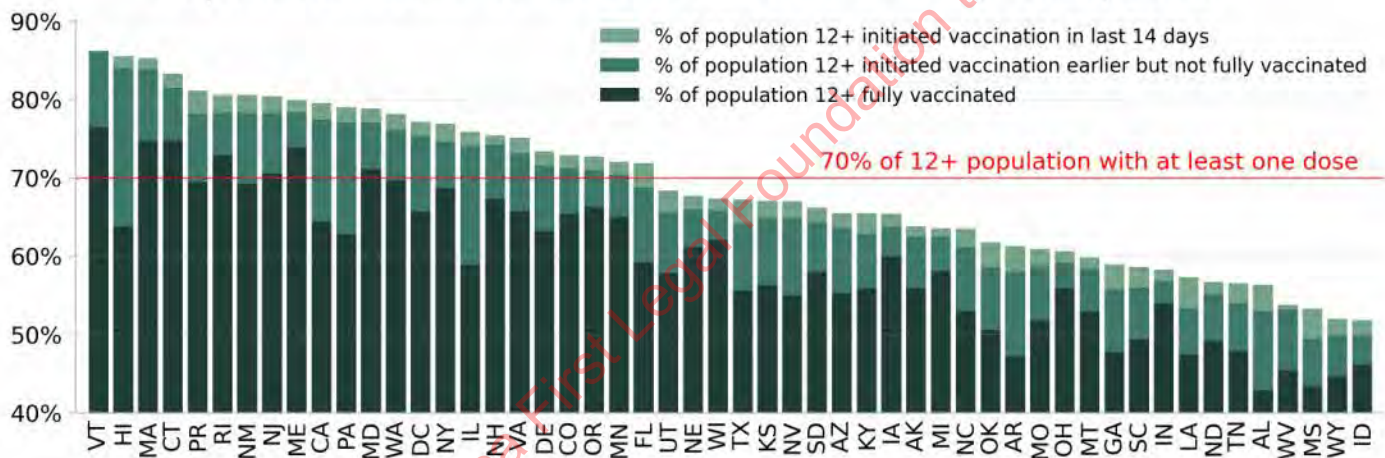


Population 12+ initiating vaccination in last week

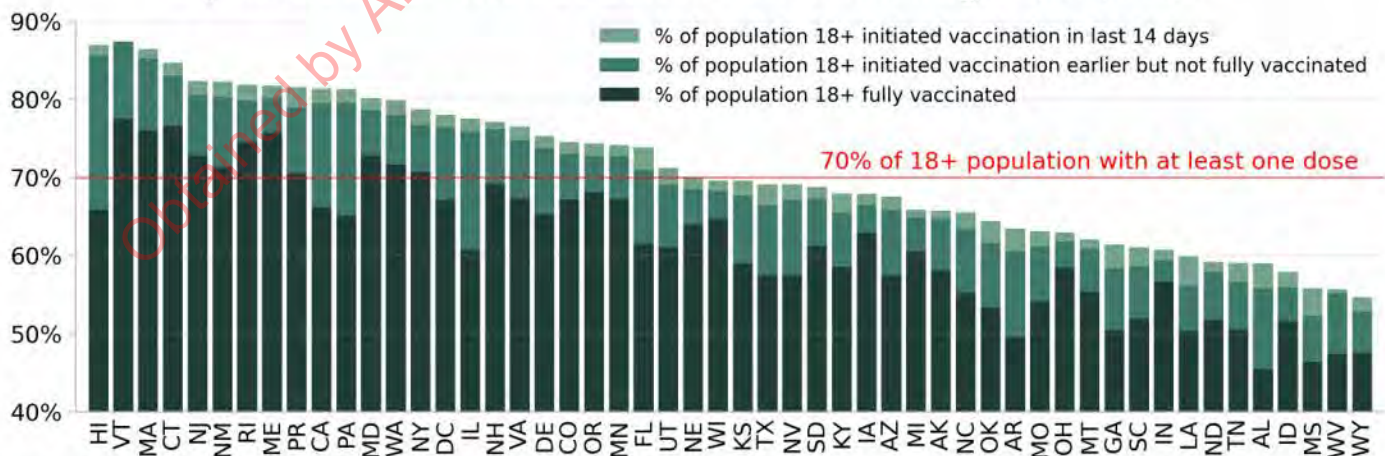
1.1% of population 12+ received their first dose in last 7 days, down from 1.2% in the previous 7 days

Of previously unvaccinated population 12+, **3.7%** received their first dose

Population 12+ with at Least 1 Dose through 8/23/2021



Population 18+ with at Least 1 Dose through 8/23/2021



Vaccination data as of 8/23/2021 1pm ET. **Currently, persons under age 12 years are not authorized to receive COVID-19 vaccine; this group represents ~15% of the US population. Persons who are fully vaccinated are attributed to the jurisdiction in which they reside. **Data Source:** Unified COVID-19 Vaccine Dataset. Doses administered are the total number reported by states, territories, and organizations that received doses. Fully vaccinated indicates those who received the second dose of Pfizer-BioNTech or Moderna vaccines and those who received one dose of J&J/Janssen COVID-19 vaccine. Values reflect total by report date, not administered date. Idaho only provides vaccine data for vaccine recipients who are 18 years and older, in line with state laws. COVID-19 vaccination administration data are unavailable for the Idaho population aged less than 18 years. Vaccination rates for those 12+ may be artificially low due to this lack of reporting. See *Data Sources and Methods* slide for details.

State Key Metrics

7-day daily average values are colored red when their associated rates exceed a specific threshold. Cases are red if cases per 100,000 population are 100 or more; COVID hospital admissions are red if confirmed admissions per 100 inpatient beds are 11 or more; deaths are red if deaths per 100,000 population are 2.0 or more; and nucleic acid amplification test (NAAT) positivity is red if the rate is 10.0% or more.

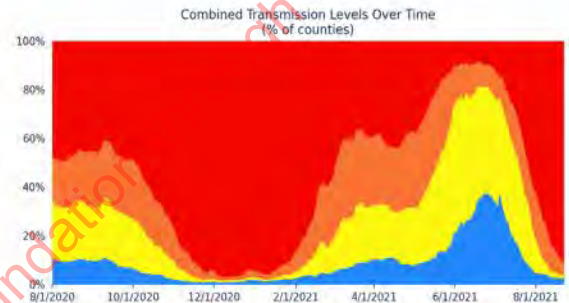
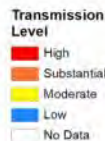
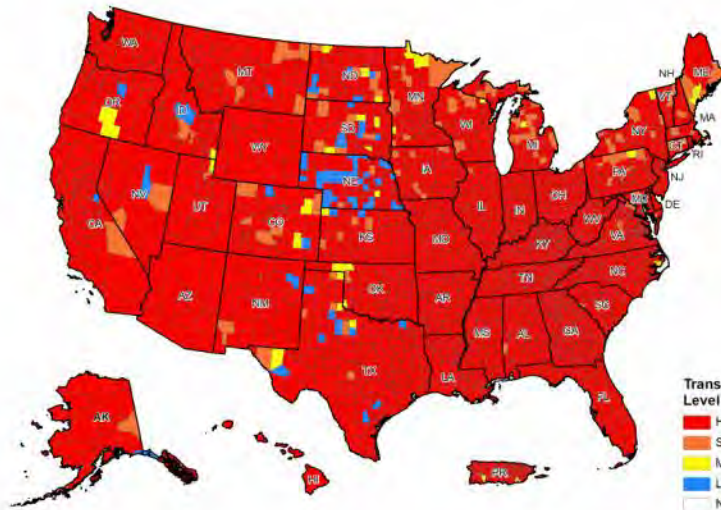
State	Total to date		7-day daily average				Vaccinations		
	Cases	Deaths	Cases	Confirmed COVID Hospital Admissions	Deaths	NAAT Positivity	Total # of doses administered	% of pop. with at least 1 dose	% of pop. fully vaccinated
Alabama	665,653	12,000	4,041	421	29	20.3%	3,943,465	48.1%	36.6%
Alaska	79,479	406	353	16	2	7.2%	717,197	53.3%	46.6%
American Samoa	0	0	0	0	0	-	54,964	54.4%	45.3%
Arizona	986,082	18,600	2,946	199	19	10.7%	7,448,382	55.9%	47.1%
Arkansas	435,256	6,674	2,207	163	30	11.5%	2,711,677	52.1%	40.0%
California	4,291,284	64,674	8,105	961	24	8.0%	47,250,789	67.9%	55.0%
Colorado	598,940	7,067	877	110	4	7.0%	6,718,131	62.6%	56.2%
Connecticut	365,856	8,337	424	40	4	4.7%	4,750,834	72.6%	65.1%
Delaware	116,771	1,854	326	24	2	7.4%	1,134,865	63.3%	54.5%
District of Columbia	53,342	1,155	97	15	1	4.5%	935,211	66.6%	56.7%
Florida	3,082,733	42,716	21,297	2,091	38	22.2%	24,249,172	62.6%	51.6%
Georgia	1,307,084	22,199	5,934	735	28	17.5%	9,518,588	49.9%	40.4%
Guam	9,394	144	54	2	0	15.7%	208,812	67.6%	61.4%
Hawaii	54,038	561	690	54	2	8.4%	1,760,280	73.4%	54.7%
Idaho	212,939	2,283	569	42	5	18.2%	1,435,697	43.5%	38.7%
Illinois	1,482,369	26,223	2,657	249	16	5.8%	14,342,285	65.1%	50.4%
Indiana	817,149	14,228	2,281	217	7	12.8%	6,320,296	49.4%	45.7%
Iowa	395,167	6,226	682	67	2	12.8%	3,249,001	55.5%	50.9%
Kansas	356,065	5,494	929	88	15	12.2%	2,856,226	56.4%	47.3%
Kentucky	534,430	7,517	2,191	438	4	14.3%	4,449,697	55.8%	47.6%
Louisiana	649,915	11,918	3,747	349	51	14.1%	4,071,444	48.4%	40.0%
Maine	73,659	924	127	12	3	4.6%	1,715,125	70.5%	65.1%
Marshall Islands	4	0	0	-	0	-	37,926	36.1%	31.1%
Maryland	486,968	9,943	1,002	80	7	6.7%	7,481,660	67.3%	60.7%
Massachusetts	743,735	18,175	1,027	71	4	2.9%	9,378,806	74.7%	65.4%
Michigan	1,040,673	21,393	1,350	124	10	7.7%	10,074,092	54.7%	50.0%
Micronesia	7	0	0	0	0	-	62,962	37.9%	32.0%
Minnesota	633,556	7,853	1,105	60	4	6.5%	6,298,364	61.2%	55.2%
Mississippi	406,249	7,991	2,466	159	7	20.4%	2,380,438	45.1%	36.8%
Missouri	739,469	10,206	2,439	243	25	13.2%	5,842,307	52.0%	44.2%
Montana	122,318	1,755	307	42	3	12.3%	1,005,298	51.4%	45.4%
Nebraska	237,492	2,302	409	31	1	17.2%	2,026,853	56.6%	51.1%
Nevada	378,700	6,280	842	110	14	15.7%	3,143,369	57.0%	46.8%
New Hampshire	104,571	1,397	185	14	0	4.1%	1,671,416	66.5%	59.3%
New Jersey	1,074,306	26,752	1,910	131	8	5.4%	10,824,460	69.0%	60.5%
New Mexico	223,796	4,472	578	54	2	8.2%	2,591,475	68.7%	59.0%
New York	2,237,376	53,905	4,490	254	22	4.1%	23,969,123	66.3%	59.2%
North Carolina	1,144,894	14,059	3,926	337	28	12.5%	10,233,525	54.5%	45.5%
North Dakota	114,806	1,551	211	15	1	7.5%	686,907	47.5%	41.2%
Northern Mariana Islands	183	2	0	0	0	-	65,308	60.5%	55.5%
Ohio	1,180,986	20,689	3,032	257	11	8.7%	11,480,792	51.9%	47.8%
Oklahoma	527,364	7,764	1,808	283	14	23.1%	3,710,682	51.9%	42.5%
Oregon	252,977	3,012	1,656	93	10	10.1%	4,902,496	63.1%	57.4%
Palau	2	0	0	-	0	-	28,152	89.9%	81.2%
Pennsylvania	1,267,709	28,076	2,456	170	16	6.8%	15,172,755	68.4%	54.3%
Puerto Rico	164,759	2,742	848	32	11	11.6%	4,151,188	72.4%	62.0%
Rhode Island	159,710	2,753	237	13	1	3.7%	1,375,358	70.5%	63.8%
South Carolina	681,615	10,239	2,476	257	17	14.2%	4,693,274	50.4%	42.4%
South Dakota	128,295	2,057	204	15	1	23.0%	884,903	55.2%	48.4%
Tennessee	993,359	13,179	5,088	298	17	18.8%	6,150,954	48.3%	40.9%
Texas	3,445,183	53,994	16,758	1,335	129	16.9%	29,382,024	55.9%	46.2%
Utah	451,655	2,572	808	55	6	11.8%	3,168,046	55.3%	46.7%
Vermont	24,955	260	62	3	1	3.4%	867,253	75.6%	67.5%
Virgin Islands	5,605	45	42	1	1	17.4%	92,325	47.7%	39.0%
Virginia	736,772	11,674	1,821	139	8	10.0%	10,095,033	64.5%	56.4%
Washington	528,453	6,356	2,300	122	16	18.6%	9,351,926	66.7%	59.5%
West Virginia	177,533	3,008	570	53	3	10.8%	1,504,474	46.8%	39.5%
Wisconsin	714,600	8,368	1,157	163	7	7.9%	6,380,097	57.8%	53.3%
Wyoming	70,671	809	279	28	2	9.9%	467,083	44.1%	37.9%
United States	37,768,911	626,833	124,383	11,337	692	9.6%	363,267,789	60.8%	51.5%

**Testing data may be incomplete due to delays and/or differences in state reporting. Data may be backfilled over time, resulting in week-to-week changes. Totals to date: Data through 8/22 (cases/deaths); 7-day daily average: 8/16-8/22 (cases/deaths); 8/18-8/21 (hospitalized); 8/14-8/20 (tests). Most recent days may have incomplete reporting. Cases/Deaths: CDC State-Reported Data. Historical cases and deaths exceeding 1% of the total new cases or deaths reported in the US that day are excluded. COVID hospital admissions: Total of confirmed adult and pediatric hospital admissions, from Unified Hospital Dataset. Tests: Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. Test positivity: Positive tests divided by number of tests performed and result. Vaccines: Unified COVID-19 Vaccine Dataset as of 8/23. Doses administered are the total number reported by states, territories, and organizations that received doses. Values reflect total by report date, not administered date. Persons who received at least one dose are attributed to the jurisdiction in which they reside. See Data Sources and Methods slide for details.

Community Transmission Level

Community Transmission as of 8/22/2021

96.5% of counties (99.6% of population) have high or substantial community transmission in last 7 days, a **0.9-point increase** (no change) from previous 7 days



County Summary

Counties by Community Transmission Indicator				
Cases per 100k	0 to 9	10 to 49	50 to 99	100 +
% of counties	4.4%	1.6%	7.0%	87.0%
change since last week	↓0.4%	↓1.2%	↓4.4%	↑6.1%
Test positivity	0.0% to 4.9%	5.0% to 7.9%	8.0% to 9.9%	10.0% +
% of counties	18.6%	12.3%	9.9%	59.1%
change since last week	↑4.6%	↓2.6%	↓0.0%	↓1.9%
Counties by Combined Transmission Level				
Category	Low Transmission Blue	Moderate Transmission Yellow	Substantial Transmission Orange	High Transmission Red
% of counties	2.2%	1.3%	5.2%	91.3%
change since last week	0.0%	↓0.9%	↓4.3%	↑5.2%
% of population	0.1%	0.3%	3.5%	96.1%
change since last week	↑0.0%	↓0.0%	↓5.3%	↑5.2%

Maps and figures reflect 7-day average of data from 8/16-8/22 (cases), 8/14-8/20 (tests). Most recent days may have incomplete reporting. **Cases/Deaths:** CDC Aggregate County Data. Note that as of May 26, 2021, Nebraska stopped reporting county level case data. Since June 30, the Nebraska county level community transmission indicator is only based on NAAT positivity. **Tests:** Viral nucleic acid amplification tests (NAATs), from Unified Testing Dataset. **Test positivity:** Positive tests divided by number of tests performed and resulted. **County percentages** are based on a denominator of 3,220 county/county-equivalents, including states and PR municipalities. **Combined Transmission Level** is the higher threshold among case and testing thresholds. See Data Sources and Methods page for details.

Data Sources & Methods

Some dates may have incomplete data due to delays in reporting. Data may be backfilled over time, resulting in changes from day to day.

Population/Demographics: Population and demographic data from US Census Vintage 2019 Demographic Estimates.

Cases and Deaths: COVID-19 case and death metrics at the state and county level are generated using a dataset managed by the CDC which is compiled from state and local health departments. Most states and localities report both confirmed and suspected cases and deaths, although some report just confirmed cases and deaths. To ensure data quality, daily data alerts are monitored for deviations in the data (e.g., decreases in cumulative values, no change in values, abnormal increases in values). These alerts are manually reviewed every day by checking the data against local government websites, state websites, and news sources, and the raw values are corrected as needed to reflect local government reports. Cases are based on date of report and not on date of symptom onset. This may cause artificial spikes in any given day of data. Changes in reporting may also cause temporary spikes or dips (e.g. shifts from reporting confirmed and probable cases to reporting just confirmed cases). Case data are presented as 7-day totals or averages to adjust for these anomalies as well as weekly variations in reporting. CBSA-level data are calculated by aggregating county/municipio-level data. Regional and national values are calculated by aggregating state-level data.

Hospital Data: Unified Hospital Dataset, including federal facilities (VA, DHA, and IHS hospitals) and excluding psychiatric, rehabilitation, and religious non-medical hospitals.

- Hospital data are reported to HHS either directly from facilities or via a state submission. Data for hospitals with the same CMS Certification Number (CCN) are aggregated. Three percent of CCNs contain multiple facilities that map to different counties and some of these may also map to different CBSAs. These data are reported daily by more than 6,000 facilities across the country. While these data are reviewed for errors and corrected, some reporting errors may still exist within the data. To minimize errors in data reported here, extreme outliers are removed from the data before the metrics are calculated.
- Total inpatient bed, ICU bed, and ventilator counts are calculated as an average among reports from each hospital in the given timeframe. Unless otherwise noted, "inpatient beds" indicates staffed adult and pediatric inpatient beds, while "ICU beds" indicates staffed adult ICU beds. Utilization metrics calculate the average utilization in the geography for the week. Due to inconsistent reporting and impacts of staffing on the total number of beds at each hospital, variations may occur over time and the number shown may not be a full representation of the true number of resources in the area.
- Total number of admissions is calculated as a sum of confirmed and suspected admissions, both adult and pediatric, reported by all hospitals reporting in the given timeframe. Due to inconsistent reporting and data errors, the number shown may not be a full representation of the true number of admissions in the area.

Testing: CELR (COVID-19 Electronic Lab Reporting) state health department-reported data are used to describe state-level totals when able to be disaggregated from serology test results and to describe county-level totals when information is available on patients' county of residence or healthcare providers' practice location. HHS Protect laboratory data (provided directly to Federal Government from public health labs, hospital labs, and six commercial labs) are used otherwise. Some states did not report on certain days, which may affect the total number of tests resulted and positivity rate values. Total diagnostic tests are the number of tests performed, not the number of individuals tested. The term Nucleic Acid Amplification Test (NAAT) includes RT-PCR and other testing methods, which were always included in the testing data. Viral NAAT positivity rate is the number of positive tests divided by the number of tests performed and resulted. See <https://www.cdc.gov/coronavirus/2019-ncov/lab/resources/calculating-percent-positivity.html> for more information on this method. Testing data may be backfilled over time, resulting in changes week-to-week in testing data.

Vaccine Data: Data on doses of Pfizer-BioNTech, Moderna, and J&J/Janssen vaccine administered include those reported to CDC as of 6:00 am ET on the day of reporting. Total doses administered are cumulative counts of individual COVID-19 vaccine doses administered as reported to CDC by state, territorial, and local public health agencies and federal entities since December 14, 2020. Values reflect total by report date, not administered date. The total population count is used as the denominator to calculate the percentage of people receiving at least 1 dose. This provides a measure of vaccination among the entire population (i.e., all ages). Emergency Use Authorization has been granted for use of the Pfizer-BioNTech vaccine among persons aged 16 and older, use of the Moderna vaccine among persons aged 18 and older, and use of the J&J/Janssen vaccine among persons 18 and older. Therefore, vaccine use is currently limited among those under age 18, which represents approximately 22% of the US population.

Vaccine supply chain and administration counts indicate the following.

- Allocated** dose count is a combination of the first dose supply that is ready to order and the projected number of doses that will automatically be made available for ordering; this currently assumes a 1:1 ratio with the first dose release totals (projected supply that will be made available to support second doses that may be needed).
- Available** dose count is a combination of doses not ordered from previous weeks, new first doses, and doses previously allocated based on the 1:1 ratio projections from the previous 2 to 3 weeks.
- Delivered** dose count is the number of doses delivered to provider sites, where provider site is defined as the first delivery point that received the vaccine shipment in a jurisdiction.
- Administered** dose count is the number of doses administered and reported to CDC (currently, about 90% of doses administered are reported to CDC within 5 days of the dose being administered, but this value may change over time).

Vaccination data in this report may differ from data reported by states and territories for several reasons:

- Data may be updated on different schedules and reflect data "as of" different dates or times of day. There may be a delay between the time a vaccination record appears in a state or jurisdictional system and when it is received by CDC.
- Occasionally, there may be technical issues related to processing or transmission of data. When issues arise, CDC works closely with the states, territories, and federal entities to resolve the problem.
- CDC receives vaccine administration information from multiple sources, including jurisdictional immunization information systems, pharmacies, federal agencies receiving a direct vaccine allocation, and the Vaccine Administration Management System (VAMS), which supports temporary, mobile, or satellite clinics. Validation and business rules applied to prevent data duplication may cause data presented on the CDC COVID Data Tracker to differ from what is in state immunization systems and dashboards. Every effort is made to reconcile doses administered that are reported through more than one system but, in certain circumstances, some vaccine doses administered could be counted more than once.
- Healthcare providers report doses administered to federal, state, territorial, and local agencies up to 72 hours after administration. There may be additional lag for data to be transmitted from the federal, state, territorial, or local agency to CDC. A large difference between the number of doses distributed and the number of people initiating vaccination is expected due to several factors, including the time between doses being shipped and received, the time it takes for doses delivered to be administered, the time it takes for administered doses to be reported to CDC, and management of available vaccine stocks by jurisdictions and federal pharmacy partners.

Special Topics Schedule

Each week additional topics are included on specific days, as shown below.

Day of Week	Topic
Monday	Vaccine Confidence
Tuesday	Community Transmission Levels
Wednesday	Modeling/Prediction
Thursday	Variants Global Update
Friday	Demographic Trends
Saturday	Therapeutics

Data Sources & Methods

Area of Concern Continuum

The **Areas of Concern Continuum** is used to describe communities as they progress through stages of the epidemic. There are 7 possible AOC classifications based on current and recent history of case and testing data for the location:

Low Burden Community

Purpose: Identify communities with minimal activity.

Definition:

- <10 new cases per 100k population in the last week

Moderate Burden Community

Purpose: Identify communities with moderate disease activity.

Definition:

- Has **NOT** been identified as a Hotspot, Sustained Hotspot, or High Burden—Resolving within the last 2 weeks
- AND** does not meet the definition for an Emerging Hotspot, Hotspot, Sustained Hotspot, or High Burden—Resolving
- AND** does not meet the definition for being a Low Burden Community

Emerging Hotspot

Purpose: Generate early and reliable signals of communities with emerging increases in disease burden that have a high likelihood for becoming a hotspot in the next 1-7 days.

Method: Decision tree model that leverages the following features, trained based on prior data:

Cases

- Total cases in the last week
- Total cases per 100k population in the last week
- New cases in the last week minus new cases the previous week
- Ratio of total cases in last 7 days to total cases in last 30 days

Testing

- Number of tests last week
- Difference in percent positive tests in last 7 days from last 21 days

Hotspot

Purpose: Identify communities that have reached a threshold of disease activity considered as being of high burden.

Definition:

- >100 new cases per 100k population OR >500 new cases in the past week
- AND** number of days in downward case trajectory* ≤ 7 days
- AND** >50 cases during past week
- AND** conditions must hold for at least 3 of the previous 5 days

Sustained Hotspot

Purpose: Identify communities that have had a high sustained case burden and are at potentially higher risk for experiencing healthcare resource limitations.

Definition:

- Either Hotspot for at least 7 preceding days or already a Sustained Hotspot on previous day
- AND** >200 new cases per 100k population OR >1,000 new cases in the past two weeks
- AND** daily incidence rate >15 new cases per 100k population for 8 or more of the last 14 days OR test positivity >8% over last 14 days
- AND** >100 cases during the last two weeks
- AND** conditions must hold for at least 3 of the previous 5 days

High Burden – Resolving

Purpose: Identify communities that were recently identified as hotspots and are now improving.

Definition:

- Identified as a Hotspot or Sustained Hotspot within the last 2 weeks
- AND** not currently a Emerging Hotspot, Hotspot, or Sustained Hotspot
- AND** >100 new cases per 100k population OR >500 new cases in last week
- AND** number of days in downward trajectory* ≥ 7
- AND** >50 cases during last week OR both ≥ 10 cases in last week and >8% test positivity in last week

Moderate Burden – Resolving

Purpose: Identify communities that have a moderate level of burden, but are demonstrating improvement.

Definition:

- Identified as a Hotspot, Sustained Hotspot, or High Burden—Resolving within the last 2 weeks
- AND** does not meet the definition for an Emerging Hotspot, Hotspot, Sustained Hotspot, or High Burden—Resolving
- AND** does not meet the definition for being a Low Burden Community

Data Sources: CDC Aggregate County Data; Unified Testing Dataset; US Census 2019

***Number of Days in Downward Case Trajectory:** This field is calculated using a CDC algorithm that first fits a smooth spline curve to daily case counts, and then counts the number of days that curve has been decreasing or at a low level. More specifically, the computation is based on a cubic spline fit of the 7-day rolling average of cases. The number of days decreasing (in downward trajectory) is calculated by summing the number of consecutive days of decline or near-zero incidence. A day is considered part of a downward trajectory if it (i) was previously at elevated incidence (had a two-week incidence greater than 10 cases per 100k population), and (ii) meets one of the following three conditions: (a) had a negative slope, OR (b) was in a low-incidence plateau (two-week incidence ≤ 10 cases per 100k population and a slope ≥ 0 to < 0.1 new cases per 100k population based on a 7-day moving average), OR (c) had less than 5 cases in the past 2 weeks.