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## Good morning,

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

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Subject: Department and Agency	Contacts for Possil	ale NITRD WG	on Inform	ation Integ	rity

Subject. Department and Agency Contacts for Fossible WTND WG on Information integrity

Good afternoon,

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

Sent: To:	Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)
To:	Sun, 6 Jun 2021 18:47:48 +0000
10.	Scully, Brian J. EOP/NSC
Cc:	Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); Kolis, Jessica
(CDC/DDPHSIS/0	CGH/GID); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Prybylski, Dimitri
(CDC/DDPHSIS/0	CGH/GID); Fitter, David L. (CDC/DDPHSIS/CGH/GID);
	(b)(6)
Subject:	RE: NSF Proposal Reviews
Ui Deiau	
Hi Brian,	
Yes!	
	imitri and between our team for Vaccine Confidence and Demand (domestic) and
	d for Immunization Team (global) we can scare up at least three infodemic experts to
help our NSF col	leagues out. 🔾
DI I	in touch with Mike.
Please do put us	in touch with Mike.
Warm regards,	
va, iii regaras,	
Elisabeth	
From: Scully, Bri	an J. EOP/NSQ (b)(6)
	an J. EOP/NSC (b)(6) June 3, 2021 4:14 PM
Sent: Thursday,	
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Subject: (b) Proposal Reviews

Mary Beth and Brian,

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

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

Thanks,

Mike

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

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

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

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

- Computer Science
- Cognition
- others

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

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Good morning,

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

Original Appointment					
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# Good afternoon,

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

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Good morning,

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

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Sent:	Polley, Mary Elizabeth R. EOP/NSC Thu, 8 Jul 2021 22:52:17 +0000	
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	(b)(6)	Scully, Brian J. EC
	(b)(6)	
Kettler, Brian; T	(b)(6) Nelson, Alondra R. EOP/OST	P; (b)(6) Scherlis, W
Subject:	(b)(5) on Counter-Disinformation	Sal.
Please note this separate email.	meeting is now 50 minutes. Agenda is below and di	scussion paper will be sent
Please note this	meeting is now 50 minutes. Agenda is below and di	scussion paper will be sent
Please note this separate email.	meeting is now 50 minutes. Agenda is below and di	scussion paper will be sent

This looks good. Thanks for checking.

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

Marsan Davidson	
Megan Ryskamp	(b)(6)
Jamal, Catherine (CDC	C/OD/OADC)
D/OADC) (b)(6)	}
Kirst	
	Jamal, Catherine (CDC D/OADC) (b)(6)

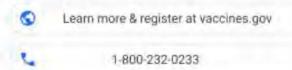
Stanley's OOO so I'm also adding +Megan Ryskamp who is helping while he is out. Given that CDC booster <u>guidance</u> has changed, we wanted to raise awareness of this upcoming change to our product experience. Please see below for our new text and a mock up and let us know if you have any feedback.

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

Anticipated new mock:

# A Getting the vaccine

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

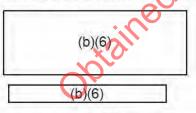


**Condation** Also, do you have time to connect early next week on the anticipated guidance on vaccines for 5-11? It would be great to connect as the CDC plans communications on AmericaFirst authoritative information for pediatric vaccines.

Thank you, Jan and Megan

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy



Android Mobile (b)(6)

(b)(6)
Subject: Booster Shots
Hi Fred,
Following up on our call earlier this week to share a planned update to our vaccine general availability banner (current experience below).
As discussed, we plan to add a one liner on the latest booster shot guidance from the CDC/Vaccines.gov. Please let us know if the CDC is comfortable with the following summary sentence based on the CDC's banner:
<ul> <li>You may be eligible for a booster shot if you received a second dose of the Pfizer COVID-19 vaccine 6+ months ago and are an adult age 65+ years, or 18+ years and at risk due to circumstances or a medical condition.</li> </ul>
Thanks,
Stanley
Stanley Onyimba   Global Product Partnerships   (b)(6)
Jan Fowler Antonaros
Option
Google US Federal Government Affairs and Public Policy
(b)(6)
Android Mobile: (b)(6)

From: Jan Antonaros	(b)(6)		
Sent: Thursday, Octobe	r 28, 2021 7:06 I	PM	
To: Crawford, Carol Y.	(CDC/OD/OAD	OC) (b)(6)	
Cc: Stanley Onyimba	(b)(6)	Megan Ryskamp	(b)(6)
Smith, Fred (CDC/OD/O	OADC) (b	)(6) Jamal, Catherine	(CDC/OD/OADC)
(b)(6)			
Subject: Re: Booster Sl	nots		:0
			70
			20
Thanks both for the quic	k response! On	Monday, we can make 3:30	pm est work, but anyway
4pm est is open?			<b>.</b> .0
			<b>X</b>
		C.O.	
Jan Fowler Antonaros			
Google US Federal Gov	ernment Affairs	and Public Policy	
	_		
(b)(6)			
(b)(6)			
(b)(d)			
Android Mobile: (	b)(6)		
Android Moone.	5)(0)		
	107		
	<b>J</b>		
On Thu. Oct 28 2021 at	5:13 PM Crawf	Ford, Carol Y. (CDC/OD/O	ADC) (b)(6)
wrote:	, 5,115 1.11 6241/1	0.0, 0.00. 1. (0.20, 0.2)	(6)(6)
Wrote.			
Jan – of course not that	I look again. I w	ould recommend changing	"Learn more & register at
Vaccines.gov" to Find a			Team more to regional m
, decines.go , to 1 ma a	, raconic at 7 acc	mes.go v.	
From: Crowford Co-1	V (CDC/OD/O	ADC	
From: Crawford, Carol			
Sent: Thursday, Octobe			/b\/6\
To: Jan Antonaros	(b)(6)	Stanley Onyimba Smith, Fred (CDC/OI	(b)(6)
Megan Ryskamp	(b)(6)	Smith, Fred (CDC/O)	D/OADC) (b)(6)

Jamal, Catherine (CDC/OD/OADC) (b)(6)

Subject: RE: Booster Shots

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

This looks good. Thanks for checking.

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From: Jan Antonaros (b)(6)

Sent: Thursday, October 28, 2021 8:00 AM

To: Stanley Onyimba (b)(6) Megan Ryskamp (b)(6)

Smith, Fred (CDC/OD/OADC) (b)(6) Jamal, Catherine (CDC/OD/OADC)

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

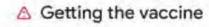
Subject: Re: Booster Shots

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## Anticipated new mock:



- · Everyone 12 years of age and older is now eligible to get a COVID-19 vaccination.
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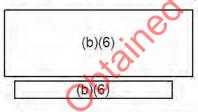


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Thank you, Jan and Megan

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy



Android Mobile: (b)(6)

On Thu, Sep 30, 2021 at 5:34 PM Stanley Onyimba

(b)(6)

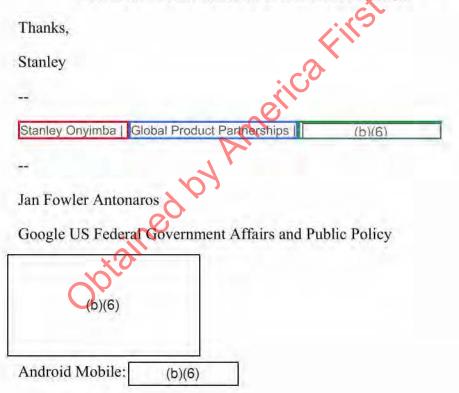
wrote:

Great, thanks!

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

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

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



#### From task force:

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

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

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

You might experience:

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

Tiredness

Headache

Muscle pain

Chills

Fever

Joint pain

Nausea

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

From: Genelle Adrien < genelleadrien@fb.com>

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

To: Crawfold, Carol Y. (CDC/OD/OADC) < civ1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC)

<ifb5@cdc gov>

Cc: Payton Iheme <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: <a href="https://about.facebook.com/actions/responding-to-covid-19">https://about.facebook.com/actions/responding-to-covid-19</a>. And, we will add the CDC logo once we have your go ahead.

Thank you— Genelle

From: Crawford, Carol Y. (CDC/OD/OADC) <civ1@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) < Idy8@cdc.gov>

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

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

From task force:

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

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Chills

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Joint pain

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alFoundation

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

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<ifb5@cdc.gov>

Cc: Payton Iheme <payton@fb\com>

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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

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-12
- 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 incontact with, the more likely you are to be exposed to COVID-19.
- Get a COVID-19 vaccine when it's available to you.
- Clean your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol.
- Avoid close contact with people who are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- Clean and disinfect frequently touched objects and surfaces daily. Update to: 

   — Clean frequently touched objects and surfaces daily. If someone is sick or has tested positive for COVID-19, disinfect frequently touched surfaces.
- Monitor your health daily.

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

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

Treatment Outside of the Hospital

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

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

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

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

## Treatment in the Hospital

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

Obtained by America First Legal Foundation If someone is showing emergency warning signs, get medical care immediately. Emergency warning signs include:

**Becky McDaniel** 

Health Communication Specialist

(404) 536-6002

- 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.

\* Legal Foundation

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

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

To: Bretthauer-Mueller, Rosemary (CDCDDNID/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: "VaccineFinder and vaccine locations in addition to general timelines/key messages for upcoming campaigns."

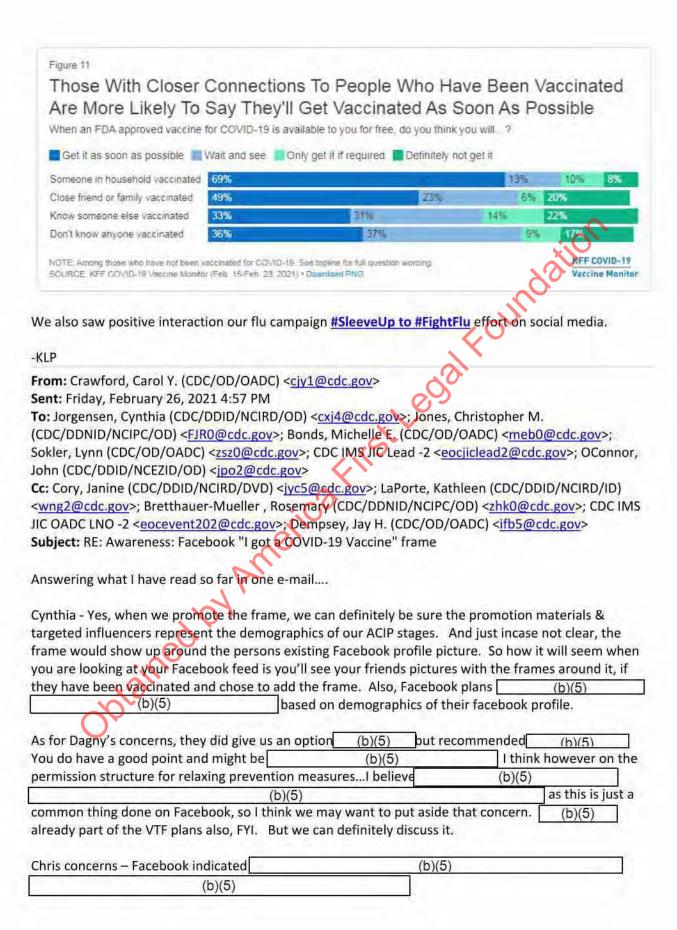
Hoping you have his updated appt but if not here is the right teams info:

Join on your computer or mobile app

Click here to join the meeting

Or call in (audio only)

(b)(6) United States, Atlanta
(b)(6) United States (Toll-free)



	(b)(6)	Megan Ryskamp	(b)(6)
Smith, Fred (CDC/OD/OADC)	(b)(6)	Jamal, Catherine (CDC/	OD/OADC)
(b)(6)			
Subject: Re: Booster Shots			
Γhanks both for the quick respon 4pm est is open?	se! On Monda	y, we can make 3:30pm est	work, but anyway
			401
			20,0
In France Automore			indation
Jan Fowler Antonaros		/,0	
Google US Federal Government	Affairs and Pu	blic Policy	
/h\/C\			
(b)(6)			
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Android Mobile: (b)(6)	1	<b>X</b>	
thatola woone. (b)(o)	ن دری		
<b>1</b>			
On Thu, Oct 28, 2021 at 5:13 PM	Crawford, Ca	arol Y. (CDC/OD/OADC)	(b)(6)
wrote:	e areenserenta to		41.538.5
7			
Jan – of course not that I look aga			more & register at
Vaccines.gov" to Find a vaccine	at Vaccines.go	OV.	
X'O'			
From: Crawford, Carol Y. (CDC	C/OD/OADC)		
Sent: Thursday, October 28, 202	옷이 되었다. 이번 사는 사람이 아이들이 얼마나 없다니다.		
Fo: Jan Antonaros (b)	(6)	Stanley Onyimba	(b)(6)
Megan Ryskamp (b)(6		mith, Fred (CDC/OD/OAD	C) (b)(6)
amal, Catherine (CDC/OD/OAD	OC) (b)(6	)	
Subject: RE: Booster Shots			

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

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

#### Current version

#### Knowledge:

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

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

#### Recommended pre-approved format

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

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

Subject: Re: Brandlift

#### -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)

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

Best,				
Airton				
rom: Airton Tatoug Kamdem	(b)(6)			
ent: Tuesday, December 22, 2020 12:4				
o: Schwarz, Kelsey (CDC/OD/OADC)	(b)(6)	Michael Sullivan	(b)(6)	Julia
isman (b)(6)	west2:		. ASSIGNABLE VE TO	
c: Dempsey, Jay H. (CDC/OD/OADC)	(b)(6)	Crawford, Carol Y		c)
(b)(6) Averbach, Hallie (CDC)	ODID/NCIF	(b)	)(6)	
ubject: Re: RE: Brandlift				
bankway Kalsay			100	
hank you, Kelsey,			<b>~</b> •	
Great question, since we're ultimately lone question for the knowledge format opending on what proportion of your see able to work with this if the message ocontinue with the Knowledge question rameworks around the importance of rommon concepts captured or implied your previous inputs with this question	ads will covered on format, in each ads	ver the message discu in the vast majority of t could be worth expl pader contexts that m . I have some direction ase let us know if this	ssed in this ques of units, otherwis oring more gene night include son nal examples be makes sense.	stion, you could se, if you'd like eral questions o ne of the low based on
Do you agree or disagree that wearing o	mask pro	perly (over your mout	h & nose) will slo	w the spread of
Coronavirus (COVID-19)?				and the second
Oo you agree or disagree that wearing	mask evei	rywhere outside your	home, even if all	one, will slow
he spread of Coronavirus (COVID-19)?				
hank you,				
Airton				

Hi Airton,

Subject: RE: RE: Brandlift

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

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)

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	0)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6)	Crawford, Carol Y. (CDC/OD/OADC)
(b)(6) Averbach, Hallie (CDC/DDID/NCIR	(D/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 includes inaccurate response.

If only correct answers are preferred, or 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

I hope this helps

- Disagree
- I don't know

The per una herpar				
From: Schwarz, Kelsey (0	DC/OD/OAD	c) (b)(6)		
Sent: Thursday, Decemb	er 17, 2020 3	:04 PM		
To: Michael Sullivan	(b)(6)	Airton Tatoug Kamdem	(b)(6)	Julia

(b)(6) Averbach,	Hallie (CDC/DDID/NCI	RD/OD) (CTR) [ (r	0)(6)
Subject: RE: RE: Brandlift			
TO: NASE-			
Hi Mike,	50 f 1	e - 11 - 2	6 7 1 2 2 4
Yes, we originally were goin review we were asked to no	ot include any incorrec	t answers that could	potential perpetuate
misinformation. Do you hav	e any suggestions on h	now to reframe our ki	nowledge question to bette
measure lift?			^
<del>-</del> 11			:01
Thanks,			
Kelsey			7.0
From: Michael Sullivan	(b)(6)		100
Sent: Thursday, December 3			
To: Airton Tatoug Kamdem		Schwarz Kelsev	(CDC/OD/OADC)
(b)(6) Julia Eism		Scriwarz, Keisey	(cbc/ob/onbc/
Cc: Dempsey, Jay H. (CDC/O		Crawford Caro	Y. (CDC/OD/OADC)
	Hallie (CDC/DDID/NCI		
Subject: RE: RE: Brandlift	riame (coc) obio) itel	110/00/10/11/10/9/	7/(07
<b>DEDJECT</b> NE. NE. DIGHOM			
Hey all,		. 45	
Just quickly jumping in re th	e knowledge question	I'd suggest adding o	ne or two incorrect potenti
answers. Otherwise, we are	n't giving the test mut	h room to measure li	ft. If all answers are the des
response except "I don't kn	ow", then the only pot	tential lift will be in he	ow many fewer people in th
group (that saw the ad) cho	ose I don't know than	in the control group.	I wouldn't expect a large %
select I don't know in either	group.		
@Kelsey, has your team end	countered any commo	n misperceptions/mi:	sinformation that might be
options? Or another answel	that would suggest th	nat masks need to be	worn less often. Below are
couple suggestions, but the	re may be better optic	ons rooted in your tea	m's expertise.
-Mike			
00			
<ul> <li>Don't wear at home</li> </ul>			
<ul> <li>Only wear in groups</li> </ul>	s larger than 10		
From: Airton Tatoug Kamde			
Sent: Thursday, December 2			
To: Schwarz, Kelsey (CDC/O		Julia Eisman	(b)(6)
Cc: Michael Sullivan		ey, Jay H. (CDC/OD/O	
Carol Y. (CDC/OD/OADC)	(b)(6) Averba	ich, Hallie (CDC/DDID,	/NICIDE /ODI /CTDI

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	11/10	13C V

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

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

- Wear over your mouth only
- Wear in public buildings (grocery/retail stores)
- · Wear while riding in vehicles with others

Date: Tuesday, December 15, 2020 at 12:35 PM

- · Wear everywhere outside your home, even if alone
- I don't know

Thank	you,
-Airton	

From: Schwarz, Keisey (CDC/OD/OADC) (0)(6)
Date: Wednesday, December 16, 2020 at 8:28 PM
To: Airton Tatoug Kamdem (b)(6) Julia Fisman (b)(6)
Cc: Michael Sullivan (b)(6) "Dempsey, Jay M. (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
$\mathcal{L}^{\prime}$
Thanks, Airton. Carol informed me that you and her discussed changing the knowledge question base
on our internal review feedback. Before we go back to the original answers (all true + I don't know), le
me know if your team has any suggestions on a better knowledge question or how to reframe this one
Thanks,
Kelsey
From: Airton Tatoug Kamdem (b)(6)
Sent: Tuesday, December 15, 2020 12:38 PM
To: Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)
Cc: Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawfor
Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)
(b)(6)
Subject: Re: RE: Brandlift
(b)(4)
would just be the total reach, we only poll (b)(4)
A
-A
From: "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)

	n (b)(6)	Julia Eisman	(b)(6)
Cc: Michael Sullivan		mpsey, Jay H. (CDC/OD/O	
"Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C		(6) "Averbach, Halli	e
보기가 있는 그렇게 되어 있어 내려면 하고 있어 그렇게 그렇게 되었다.	(b)(0)	<u></u> ,	
Subject: RE: RE: Brandlift			
Quick question		(b)(4); (b)(5)	
(b)(5)			
Thanks,			
Kelsey			
From: Airton Tatoug Kamder	m (b)(6)	-	
Sent: Tuesday, December 15			7.0
To: Schwarz, Kelsey (CDC/OI		Julia Eisman (k	0)(6)
Cc: Michael Sullivan	(b)(6) Dempse	y, Jay H. (CDC/OD/OADC)	(b)(6) Crawford
Carol Y. (CDC/OD/OADC)		ch, Hallie (CDC/DDID/NCIRD	
(b)(6)			
Subject: Re: RE: Brandlift			
Hi Kelsey,			
dnes e e se a compa			71-37.43
Ultimately, it would depend	on a number of factor	s around the campaign	(b)(4)
	(	b)(4)	
	(b)(4)		Please let us know if th
makes sense.			
	0,		
Best,			
-Airton			
		20 6 5 - 1	
From: "Schwarz, Kelsey (©	DC/OD/OADC)"	(b)(6)	
From: "Schwarz, Kelsey (C Date: Tuesday, December			
	15, 2020 at 11:18 Al n (b)(6)	M Julia Eisman	(b)(6)
Date: Tuesday, December	15, 2020 at 11:18 Al n (b)(6)	M	
<b>Date:</b> Tuesday, December <b>To:</b> Airton Tatoug Kamden	15, 2020 at 11:18 Al m (b)(6) (b)(6) "De	M Julia Eisman mpsey, Jay H. (CDC/OD/O	ADC)" (b)(6)
Date: Tuesday, December To: Airton Tatoug Kamden Cc: Michael Sullivan	15, 2020 at 11:18 Al m (b)(6) (b)(6) "Del OD/OADC)" (b)	M Julia Eisman mpsey, Jay H. (CDC/OD/O	ADC)" (b)(6)
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0	15, 2020 at 11:18 Al m (b)(6) (b)(6) "Del OD/OADC)" (b)	M Julia Eisman mpsey, Jay H. (CDC/OD/O	ADC)" (b)(6)
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C	15, 2020 at 11:18 Al m (b)(6) (b)(6) "Del OD/OADC)" (b)	M Julia Eisman mpsey, Jay H. (CDC/OD/O	ADC)" (b)(6)
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C	15, 2020 at 11:18 Al m (b)(6) "De (b)(6) (b)(6) (b)(6) TR)" (b)(6)	M Julia Eisman mpsey, Jay H. (CDC/OD/C (6) "Averbach, Halli	PADC)" (b)(6) e
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C Subject: RE: RE: Brandlift Thanks, Airton. Could you give	15, 2020 at 11:18 Al m (b)(6) "De (b)(6) (b)(6) (b)(6) TR)" (b)(6)	M Julia Eisman mpsey, Jay H. (CDC/OD/C (6) "Averbach, Halli	PADC)" (b)(6) e
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C Subject: RE: RE: Brandlift	15, 2020 at 11:18 Al m (b)(6) "De (b)(6) (b)(6) (b)(6) TR)" (b)(6)	M Julia Eisman mpsey, Jay H. (CDC/OD/C (6) "Averbach, Halli	PADC)" (b)(6) e
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C Subject: RE: RE: Brandlift Thanks, Airton. Could you give	15, 2020 at 11:18 Alm (b)(6) (b)(6) "Del (b)(6) (b)(6) (b)(6) TR)" (b)(6)  ve me a breakdown of	M Julia Eisman mpsey, Jay H. (CDC/OD/C (6) "Averbach, Halli	PADC)" (b)(6) e
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C Subject: RE: RE: Brandlift Thanks, Airton. Could you give (b)(4) From: Airton Tatoug Kamder	15, 2020 at 11:18 Alm (b)(6)  (b)(6) "Del (b)(6) (b)(6)  TR)" (b)(6)  we me a breakdown of (b)(6)	M Julia Eisman mpsey, Jay H. (CDC/OD/C (6) "Averbach, Halli	PADC)" (b)(6) e
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C Subject: RE: RE: Brandlift Thanks, Airton. Could you give	(b)(6) "Del (b)(6) "Del (b)(6) "Del (b)(6) "Del (b)(6) "Del (b)(6) "Del (b)(6) "Del (b)(6) "Del (b)(6) "Del (b)(6) "Del (c)(d)(d)(d) "Del (d)(d)(d)(d)(d)(d)(d)(d)(d)(d)(d)(d)(d)(	Julia Eisman  mpsey, Jay H. (CDC/OD/C (6) "Averbach, Halli  run time and expected read	PADC)" (b)(6) e
Date: Tuesday, December To: Airton Tatoug Kamder Cc: Michael Sullivan "Crawford, Carol Y. (CDC/0 (CDC/DDID/NCIRD/OD) (C Subject: RE: RE: Brandlift Thanks, Airton. Could you giv (b)(4)  From: Airton Tatoug Kamder Sent: Tuesday, December 15 To: Schwarz, Kelsey (CDC/OD	(b)(6) "Der (b)(6)	Julia Eisman  mpsey, Jay H. (CDC/OD/C  (6) "Averbach, Halli  run time and expected read	DADC)" (b)(6) e ch for (b)(4)

(b)(6)

Subject: Re: RE: Brandlift

Hi Kelsey,

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

Best,
Airton
From: Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Sent: Monday, December 14, 2020 9:42 AM
To: Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)
Cc: Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/6D/OADC) (b)(6) Crawfo
Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)
(b)(6)
Subject: RE: RE: Brandlift
Hi Airton,
am still waiting on CDC clearance of the polling questions, but in the meantime we are drafting a
schedule for these posts. Once we have approval, would we start running the ads and your team star
using the polling questions or will you wait a few days to start the questions? We propose running th
ads for 2-4 weeks. Does your team have a preference based on past projects like this?
dus foi 2 4 weeks. Does your team have a preference based on past projects like this:
Thanks,
Kelsey
From: Schwarz, Kelsey (CDC/OD/OADC)
Sent: Friday, December 11, 2020 12:05 PM
To: Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)
Cc: Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawfo
Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)
(b)(6)
Subject: RE: RE: Brandlift
Ok, thanks. I will let you know once they are cleared on our end.
From: Airton Tatoug Kamdem (b)(6)
Sent: Friday, December 11, 2020 10:59 AM
To: Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)
Cc: Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawfo

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

Subject: Re: RE: Brandlift

Thanks Kelsey,

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



From: "Schwarz, Kelsey (CDC/OD/OADC)" Date: Thursday, December 10, 2020 at 3:09 PM Julia Eisman To: Airton Tatoug Kamdem (b)(6)(b)(6)"Dempsey, Jay H. (CDC/OD/OADC)" Cc: Michael Sullivan (b)(6)(b)(6)"Averbach, Hallie "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)

(CDC/DDID/NCIRD/OD) (CTR)"	(b)(6)	1		
Subject: RE: RE: Brandlift	(b)(0)	ı		
Thanks!				
Outside of Ad Recall, our priority of q		follows:		
1. Action Intent/Behavior Pollin	ig Format			
2. Knowledge Polling Format				
3. Attitude Polling Format				
As a reminder, before posting these a	ads and having	the polling ques	ions run, I will nee	d to get ON
approval. Once you provide feedback			Vanish water 1 about 1 a	.01
data				The
Best,			<b>8</b>	0
Kelsey			,0	r
From: Airton Tatoug Kamdem	(b)(6)		(O)	
Sent: Thursday, December 10, 2020 1				
To: Schwarz, Kelsey (CDC/OD/OADC)		Julia Eisman	(b)(6)	
Cc: Michael Sullivan (b)(6)		, Jay H. (CDC/OD		) Craw
Carol Y. (CDC/OD/OADC) (b)(6)	Averbach	n, Hallie (CDC/DD	id/NCIRD/OD) (CT	R)
(b)(6)		×		
Subject: Re: RE: Brandlift				
Poolly good point Kolony it's actually		ranjuntions to i	saluda "ursana" an	augus bara
Really good point Kelsey, it's actually for the reason you just mentioned.	common for o	rganizations to in	iclude wrong an	swers nere a
Ultimately, we'll follow your guidance	e to identify th	e 5 strongest car	didates to include	as part of th
poll, we would <i>not</i> pick these at rand		0	-W-10-12-13-0-W1-84-0-13-0-	,
	20.			
Okay we will review these answers at	nd provide fee	dback here as so	on as possible.	
Α, Υ				
Could we build out a knowledge out	ation mana lika	+lata		
Could we build out a knowledge ques Which of the following statements do			• 7	
Wear over you chouth only	you tillik are	ti de about masi	31	
Wear in public buildings (groups)	cery/retail stor	res)		
· Wear who riding in vehicles				
West everywhere outside you		Falone		
<ul> <li>Idon't know</li> </ul>				
Best,				
-Airton				
From: "Schwarz, Kelsey (CDC/OD/	OADC)"	(b)(6)		
	AND THE RESERVE TO SHARE THE PARTY OF THE PA	And the second s		
Date: Thursday, December 10, 202	20 at 1:40 PM			

CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Subject: RE: RE: Brandlift  Could we build out a knowledge question more like this — Which of the following statements do you think are true about masks?  • Wear over your mouth only  • Wear in public buildings (grocery/retail stores)  • Wear while riding in vehicles with others  • Wear werywhere outside your home, even if alone  • I don't know  This way we are including two false statements other than "I don't know". If you have any suggestions or advice based on how other organizations framed these knowledge statements, please let me know.  From: Schwarz, Kelsey (CDC/OD/OADC)  Sent: Thursday, December 10, 2020 1:27 PM  To: Airton Tatoug Kamdem (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  Carol Y. (CDC/OD/OADC) (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (CDR)  (b)(6) Subject: RE: RE: Brandlift  Dk, we feel that we will better understand any miscogceptions people have about masks if we can have on narrow it down to the same 5 for all?  From: Airton Tatoug Kamdem (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  Carol Y. (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  Sentier: Thursday, December 10, 2020;23:19 PM  To: Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/ODID/NCIRD/OD) (CTR)  (b)(6) Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/ODID/NCIRD/OD) (CTR)  (b)(6) Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/ODID/NCIRD/OD) (CTR)  (b)(6) Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  (b)(6) Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  (b)(6) Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  (b)(6) Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  (b)(6) Carol Y. (CDC/OD/OADC) (cDC/OD/O	"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie
Subject: RE: RE: Brandlift  Could we build out a knowledge question more like this — Which of the following statements do you think are true about masks?  • Wear over your mouth only  • Wear in public buildings (grocery/retail stores)  • Wear while riding in vehicles with others  • Wear everywhere outside your home, even if alone  • I don't know  This way we are including two false statements other than "I don't know". If you have any suggestions or advice based on how other organizations framed these knowledge statements (please let me know.  From: Schwarz, Kelsey (CDC/OD/OADC)  Sent: Thursday, December 10, 2020 1:27 PM  To: Airton Tatoug Kamdem  (b)(6)  Subject: RE: RE: Brandlift  Dok, we feel that we will better understand any misconceptions people have about masks if we can have a few wrong answers in the mix. Would you pick at random to include for each poll or would we have so narrow it down to the same 5 for all?  From: Airton Tatoug Kamdem  (b)(6)  Sent: Thursday, December 10, 2020 1:29 PM  To: Schwarz, Kelsey (CDC/OD/OADC)  (b)(6)  Dempsey, Jay H. (CDC/OD/OADC)  (b)(6)  Subject: RE: Brandlift  (b)(6)  Dempsey, Jay H. (CDC/OD/OADC)  (b)(6)  Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  (b)(6)  Subject: Re: RE: Brandlift  Hi Kelsey,  Ves, we're ultimately limited to 5 on these, but if you have additional strong candidates, feel free to throw them in — never hurts to have options here.  A  From: "Schwarz, Kelsey (CDC/OD/OADC)"  (b)(6)  Date: Thursday, December 10, 2020 at 1:10 PM  To: Airton Tatoug Kamdem  (b)(6)  Date: Thursday, December 10, 2020 at 1:10 PM  To: Airton Tatoug Kamdem  (b)(6)  Date: Thursday, December 10, 2020 at 1:10 PM  To: Airton Tatoug Kamdem  (b)(6)  Date: Thursday, December 10, 2020 at 1:10 PM  To: Airton Tatoug Kamdem  (b)(6)  Date: Thursday, December 10, 2020 at 1:10 PM	
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Which of the following statements do you think are true about masks?  Wear over your mouth only  Wear in public buildings (grocery/retail stores)  Wear while riding in vehicles with others  Wear everywhere outside your home, even if alone  I don't know  This way we are including two false statements other than "I don't know". If you have any suggestions or advice based on how other organizations framed these knowledge statements, please let me know.  From: Schwarz, Kelsey (CDC/OD/OADC)  Sent: Thursday, December 10, 2020 1:27 PM  To: Airton Tatoug Kamdem  (b)(6)  Carol Y. (CDC/OD/OADC)  (b)(6)  Subject: RE: RE: Brandlift  Ok, we feel that we will better understand any miscooceptions people have about masks if we can have a few wrong answers in the mix. Would you pick star random to include for each poll or would we have so narrow it down to the same 5 for all?  From: Airton Tatoug Kamdem  (b)(6)  Sent: Thursday, December 10, 2020 1:19 PM  For Schwarz, Kelsey (CDC/OD/OADC)  (b)(6)  Dempsey, Jay H. (CDC/OD/OADC)  (b)(6)  Sent: Thursday, December 10, 2020 1:19 PM  For Schwarz, Kelsey (CDC/OD/OADC)  (b)(6)  Subject: Re: RE: Brandlift  Hi Kelsey,  Yes, we're ultimately limited to 5 on these, but if you have additional strong candidates, feel free to chrow them in — never hurts to have options here.  A  From: "Schwarz, Kelsey (CDC/OD/OADC)"  (b)(6)  Date: Thursday, December 10, 2020 at 1:10 PM  For Airton Tatoug Kamdem  (b)(6)  Julia Eisman  (b)(6)  From: "Schwarz, Kelsey (CDC/OD/OADC)"  (b)(6)  Julia Eisman	Subject: RE: RE: Brandint
Which of the following statements do you think are true about masks?  Wear over your mouth only  Wear in public buildings (grocery/retail stores)  Wear while riding in vehicles with others  Wear everywhere outside your home, even if alone  I don't know  This way we are including two false statements other than "I don't know". If you have any suggestions or advice based on how other organizations framed these knowledge statements, please let me know.  From: Schwarz, Kelsey (CDC/OD/OADC)  Sent: Thursday, December 10, 2020 1:27 PM  To: Airton Tatoug Kamdem  (b)(6)  Carol Y. (CDC/OD/OADC)  (b)(6)  Subject: RE: RE: Brandlift  Ok, we feel that we will better understand any miscooceptions people have about masks if we can have a few wrong answers in the mix. Would you pick star random to include for each poll or would we have so narrow it down to the same 5 for all?  From: Airton Tatoug Kamdem  (b)(6)  Sent: Thursday, December 10, 2020 1:19 PM  For Schwarz, Kelsey (CDC/OD/OADC)  (b)(6)  Dempsey, Jay H. (CDC/OD/OADC)  (b)(6)  Sent: Thursday, December 10, 2020 1:19 PM  For Schwarz, Kelsey (CDC/OD/OADC)  (b)(6)  Subject: Re: RE: Brandlift  Hi Kelsey,  Yes, we're ultimately limited to 5 on these, but if you have additional strong candidates, feel free to chrow them in — never hurts to have options here.  A  From: "Schwarz, Kelsey (CDC/OD/OADC)"  (b)(6)  Date: Thursday, December 10, 2020 at 1:10 PM  For Airton Tatoug Kamdem  (b)(6)  Julia Eisman  (b)(6)  From: "Schwarz, Kelsey (CDC/OD/OADC)"  (b)(6)  Julia Eisman	Could we build out a knowledge question more like this —
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To: Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)	
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Cc: Michael Sullivan (b)(6) "Dempsev. Jav H. (CDC/OD/OADC)" (b)(6)	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Cc: Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)

"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)
Subject: RE: RE: Brandlift
Quick question – Can we only have 5 answers for the knowledge section including $(b)(5)$
From: Airton Tatoug Kamdem (b)(6)
Sent: Thursday, December 10, 2020 10:00 AM
To: Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  Cc: Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawfo
Cc: Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawfo Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)
(b)(6)
Subject: Re: RE: Brandlift
Subject: Ne. Ne. Branami
Hi Kelsey,
Thank you for putting this together – very helpful and it should work well. Two more technical notes keep in mind on this end before we're good to go with the questions
<ul> <li>The answers to the knowledge question do have a technical limitation of 50-characters, so</li> </ul>
where possible it'd be helpful to condense or think through alternative knowledge statement
included the answers below along with demarcations of where the character limit would
currently cut off in red.
<ul> <li>We will ultimately be able to select 3 polling questions including Ad Recall, if you get a chance</li> </ul>
we'd love to also get a sense of how you rank each of these selected polls as they align with
your learning objectives so we have a good sense of how to prioritize.
Manufadas Ballina Farmati
Knowledge Polling Format: Which of the following statements do you think are true about masks?
Masks, when worn over mouth and nose, are effective at slowing the spread of COVID-19
Masks should be worn when you grocery shop
Masks should be work when you use a rideshare serv ice
Masks should be worn when you are on public transi t
• I don't know
• I doll t know
Thank you,
-Airton
From: "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)
Date: Wednesday, December 9, 2020 at 3:12 PM
To: Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)
Cc: Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie
(CDC/DDID/NCIRD/OD) (CTR)" (b)(6)
Subject: RE: RE: Brandlift

Hi Airton,

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

## Ad Recall Polling Format:

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

- Yes
- · No
- Not sure

# **Attitude Polling Format:**

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

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

# Action Intent/Behavior Polling Format:

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

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

### Knowledge Polling Format:

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

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

Thanks, Kelsey

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

Subject: Re: RE: Brandlift

Thank you Kelsey,

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

#### Ad Recall Polling Format:

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

- · No
- Not sure

#### **Attitude Polling Format:**

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

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

### Action Intent/Behavior Polling Format:

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

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

#### **Knowledge Polling Format:**

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

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

Thank you, -Airton

From: "Schwarz, Kelsey (CDC/OD/O	ADC)" (b	)(6)	
Date: Wednesday, December 9, 202	20 at 11:20 AN	1	
To: Airton Tatoug Kamdem	(b)(6)	Julia Eisman	(b)(6)
Cc: Michael Sullivan (b)(6)	"Demp	sey, Jay H. (CDC/OD/O	ADC)" (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,

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

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

<Final Polling Questions.docx>

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

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

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

<Final Polling Questions.docx>

Obtained by America First Legal Foundation

(b)(6)	Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC)
(b)(6)	Clawford, cardi 1. (CDC/OD/OADC)
Subject: Re: Brand	dlift
oudjeun ne. oran	
Good morning Ke	lsey,
Hope the holiday	weekend went well, confirming that we are good to go on own end.
Our team is going	to begin setting up the study. Would you all be able to begin structuring the campaign
without launching	and provide the corresponding campaign IDs so we can append measurement?
Please note, it is i	mportant that the campaign not be launched/active prior to launching the study as this
allows us to set a	holdout.
-Airton	
Concierge support	t available here
Post No. Comme	Value (SDS (SD (SA DS))) (SA DS))
	Kelsey (CDC/OD/OADC)" (b)(6)
	ay, January 13, 2021 at 11:30 AM
To: Airton Tatou	
	ay H. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie
(CDC/DDID/NCIF	
"Crawford, Caro	I Y. (CDC/OD/OADC)" (b)(6)
Subject: RE: Bra	ndlift
That sounds great	thanks
mat sounds great	, thanks.
From: Airton Tato	oug Kamdem (b)(6)
	, January 13, 2021 11:23 AM
	ey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)
	H. (CDC/OD/QADC) (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: Brand	dlift (
Thanks Kelsey	
That is correct v	we'll proceed with #2 as stated, please note the final question along with a slight
grammatical adjus	네 하지 않는데 그렇게 그렇게 그 이번 이번 이번 사람들이 되었다. 이번 이번 사람들이 되었다면 하지만 하게 되었다. 그렇게 하지 않는데 그렇게 가지 않는데 그렇게 되었다. 그 그 그 그 없는데 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그
	soon as we're good to go from our end as well!
2. How important	is wearing a mask while riding in vehicles with others in slowing the spread of
Coronavirus (COV	ID-19)?
Thank you,	
-Airton	
Concierge support	t available here

From: "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)
Date: Wednesday, January 13, 2021 at 9:56 AM
To: Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie
(CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Michael Sullivan (b)(6)
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)
Subject: RE: Brandlift
Ok, so the attitude polling question would change from #1 to #2, correct? If so, it is fine to proceed from
our end.
1. How important is wearing a mask to prevent the spread of COVID-19?
2. How important is wearing a mask while riding in vehicles with others will slow the spread of
Coronavirus (COVID-19)?
Thanks,
Kelsey
From: Airton Tatoug Kamdem (b)(6)
Sent: Tuesday, January 12, 2021 4:33 PM
To: Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)
(b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC)
(b)(6)
Subject: Re: Brandlift
Company that be detailed
Thank you so much for the continued push here Kelsey and Carol!
Thank you so much for the continued pash here keisey and carol:

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

# Current version

## Knowledge:

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

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

Recommended pre-approved format

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

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

-Airton
Concierge support available here
From: "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  Date: Tuesday, January 12, 2021 at 9:55 AM  To: Julia Eisman (b)(6)
Cc: Airton Tatoug Kamdem (b)(6) "Dempsey, Jay H (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Michael Sullivan (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  Subject: RE: Brandlift
Thanks so much, Julia.
From: Julia Eisman (b)(6)  Sent: Monday, January 11, 2021 7:59 PM  To: Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  Cc: Airton Tatoug Kamdem (b)(6) Dempsey, Jay H. (CDC/OD/OADC)  (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6) Michael Sullivan  (b)(6) Crawford, Carol Y (CDC/OD/OADC) (b)(6)  Subject: Re: Brandlift
Thank you all for the endless push!! I believe we have what we need for next steps on our end.
And wow, Carol that is incredible that you had to sit through that training!! Definitely brings back some memories.   THANK YOU for running all the traps internally.
We will follow up if we need anything more. We have to put this through a few approvals on our end, and will follow up. Shouldn't take too long but we will keep you posted on timing.
Thanks, Julia
On Jan 11, 2021, at 4:59 PM, Schwarz, Kelsey (CDC/OD/OADC) (b)(6) wrote:
Hi Airton,

(b)(6)	Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)	(b)(6)
Subject: Re: R	E: 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 1	0:56 AM	
To: Michael Sullivan (b)(6)	Airton Tatoug Kamdem	(b)(6)
Julia Eisman (b)(6)	:.0	
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 includes 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/QD/OADC) (b)(6)
Sent: Thursday, December 17, 2020 3:04 PM
To: Michael Sullivan (b)(6) Airton Tatoug Kamdem (b)(6) Julia
Eisman(b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC)
(b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)
Subject: RE: RE: Brandlift
Hi Mike,
Yes, we originally were going with a few incorrect answers for that exact reason, but during internal
review we were asked to not include any incorrect answers that could potential perpetuate misinformation. Do you have any suggestions on how to reframe our knowledge question to better measure lift?
Thanks,

Kelsey

From: Michael Sullivan (b	)(6)	
Sent: Thursday, December 17, 20	20 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/OA	DC) (b)(6)	Crawford, Carol Y. (CDC/OD/OADC)
(b)(6) Averbach, Hallie	(CDC/DDID/NCIR	D/OD) (CTR) (b)(6)
Subject: RE: RE: Brandlift		

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

Hi Kelsey,

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

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

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

Best. Kelsey From: Airton Tatoug Kamdem (b)(6)Sent: Thursday, December 10, 2020 1:45 PM To: Schwarz, Kelsey (CDC/OD/OADC) Julia Eisman (b)(6)Dempsey, Jay H. (CDC/OD/OADC) Crawford, Cc: Michael Sullivan (b)(6)Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) Carol Y. (CDC/OD/OADC) (b)(6)(b)(6)Subject: Re: RE: Brandlift Really good point Kelsey, (b)(4)(b)(4)Okay we will review these answers and provide feedback here as soon as possible. Could we build out a knowledge question more like this -Which of the following statements do you think are true about mask Wear over your mouth only · Wear in public buildings (grocery/retail stor · Wear while riding in vehicles with others · Wear everywhere outside your home, even if alone I don't know Best, -Airton From: "Schwarz, Kelsey (CDC/QD/OADC)"

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

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

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

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

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

Subject RE) RE: Brandlift

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

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

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

From: Schwarz, Kelsey (CDC/OD/O/	Carried Commission Commission			
Sent: Thursday, December 10, 2020			(F) (A)	-1
To: Airton Tatoug Kamdem	(b)(6)	Julia Eisman	(b)(6)	<b>≟</b> ,
Cc: Michael Sullivan (b)(6)		y, Jay H. (CDC/OD/O		Crawford,
Carol Y. (CDC/OD/OADC) (b)(6	Averba	ch, Hallie (CDC/DDID)	NCIRD/OD) (CTR)	
(b)(6)				
Subject: RE: RE: Brandlift				
Ok, we feel that we will better und	erstand any mis	conceptions people l	nave about masks	if we can have
a few wrong answers in the mix. W				
to narrow it down to the same 5 fo		at random to melade	ror cuert policies	round we mave
to narrow it down to the same 3 to	. dii.			
From: Airton Tatoug Kamdem	(b)(6)		100	
Sent: Thursday, December 10, 2020			~	
To: Schwarz, Kelsey (CDC/OD/OADO	The state of the s	Julia Eisman	(b)(6)	1
Cc: Michael Sullivan (b)(6)		y, Jay H. (CDC/OD/O		Crawford,
Carol Y. (CDC/OD/OADC) (b)(6	The second secon	ch, Hallie (CDC/DDID)		crawiord,
(b)(6)	J AVEIDAG	in, maine (CDC/DDID)	Nelko/Ob/ (erk)	
Subject: Re: RE: Brandlift				
Subject: No. No. Dranding		11/2		
Hi Kelsey,				
Th Keisey,				
Yes, we're ultimately limited to 5 o	n these but if y	ou have additional st	rong candidates f	eel free to
throw them in never hurts to hav			rong canalactes, i	corriec to
anow aren in Tiever nates to have	c options incre.			
-A	4,			
	<b>&gt;</b> '			
From: "Schwarz, Kelsey (CDC/OI	D/OADCI"	(b)(6)		
Date: Thursday, December 10, 2	A real Contract of the contrac			
			/b//c/	1
To: Airton Tatoug Kamdem	(b)(6)	Julia Eisma		
Cc: Michael Sullivan (b)(6	100	mpsey, Jay H. (CDC)		(b)(6)
"Crawford, CarolY. (CDC/OD/OA		(6) "Averbach	, Hallie	
(CDC/DDID/NCIRD/OD) (CTR)" L	(b)(6)			
Subject RE RE: Brandlift				
2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2				
Quick question – Can we only have	5 answers for t	he knowledge section	n including 1	(b)(4)
	0000 COV		2	
From: Airton Tatoug Kamdem	(b)(6)			
Sent: Thursday, December 10, 2020			70. 3/97/95	-
To: Schwarz, Kelsey (CDC/OD/OAD)		Julia Eisman	(b)(6)	Ш_,
Cc: Michael Sullivan (b)(6)		y, Jay H. (CDC/OD/O		Crawford,
Carol Y. (CDC/OD/OADC) (b)(6	3) Averba	ch, Hallie (CDC/DDID/	NCIRD/OD) (CTR)	

(b)(6)

Subject: Re: RE: Brandlift

Hi Kelsey,

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

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

# **Knowledge Polling Format:**

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

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

Thank you,

-Airton

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

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

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

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

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

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

Subject: RE: RE: Brandlift

Hi Airton,

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

#### Ad Recall Polling Format:

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

- Yes
- · No
- Not sure

#### **Attitude Polling Format:**

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

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

### Action Intent/Behavior Polling Format:

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

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

# **Knowledge Polling Format:**

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

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

Thanks, Kelsey

From: Airton Tatoug Kam	ndem	(b)(6)			
Sent: Wednesday, Decen	nber 9, 2020 2:	33 PM			
To: Schwarz, Kelsey (CDC	:/OD/OADC)	(b)(6)	Julia Eisman	(b)(6)	
Cc: Michael Sullivan	(b)(6)	Dempsey	, Jay H. (CDC/OD/OA	ADC) (b)(6)	Crawford
Carol Y. (CDC/OD/OADC)	(b)(6)	Averback	n, Hallie (CDC/DDID/	NCIRD/OD) (CTR)	

(b)(6) **Subject:** Re: RE: Brandlift

Thank you Kelsey

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

#### Ad Recall Polling Format:

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

- Yes
- · No
- · Not sure

	ing Format:
	nt is [getting the flu vaccine this year]?
	important (DR)
	ewhat important (DR)
	ewhat unimportant
	unimportant
	't know / not relevant to me
	:/Behavior Polling Format:
and the second s	e you [to get the flu vaccine this year]?
	likely (DR) ewhat likely (DR) ewhat unlikely unlikely 't know / I already got vaccinated
	ewhat likely (DR)
	ewhat unlikely
	unlikely
And the second s	olling Format:
	following statements do you think are true about [the flu vactive his year]?
	flu vaccine is recommended and safe)
	wledge statement #2
	wledge statement #3]
	wledge statement #2] wledge statement #3] wledge statement #4) 't know
• I don	't know
+1 -1	
Thank you,	
-Airton	
	varz, Kelsey (CDC/OD/OADC) (b)(6)
	esday, December 9, 2020 at 11:20 AM
	atoug Kamdem (b)(6) Julia Eisman (b)(6)
Cc: Michael	
	Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie
	NCIRD/OD) (CTR)" (b)(6)
Subject: RE:	RE: Brandlift
Hi Airton,	
	llift, we would like to find out what knowledge is gained from our messaging and ho
	practice the behavior (wearing a mask) after seeing our messaging. Overall, we wa
project to he	p us determine if our campaign is working and where adjustments should be made.
Thanks,	
Kelsey	
From: Airton	Tatoug Kamdem (b)(6)
	y, December 8, 2020 10:51 PM
	Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)
	ullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Cra

Cc: Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  Subject: Re: Brandlift	
Carol,	
Great to hear from you, and yes absolutely would love to meet on this.	Let me know if any of the avails
below work:	
Thursday (tamagray), 13 1pm E E/20mm	
<ul> <li>Thursday (tomorrow): 12-1pm, 5-5:30pm</li> <li>Friday: 1-1:30pm, 2-3pm</li> </ul>	
Acceptant to the contract of t	
• Monday. 12-1.30pm, 2-2.30pm, 3-3.30pm	
Thanks!	ķΌ.
Julia	
	Foundation
From: Crawford, Carol Y. (CDC/OD/OADC) (b)(6)	
Date: Wednesday, October 28, 2020 at 1:40 PM	
To: Julia Eisman (b)(6)	
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)	
Subject: Brandlift	
Julia – We would like to finally follow up on this. We've had some staff but I think it would help for us to meet with you and discuss some ideas open?	
Thanks!	
Carol Y. Crawford	
Chief, Digital Media Branch	
Division of Public Affairs	
Office of the Associate Director for Communication	
Centers for Disease Control and Prevention	
404-498-2480	
(b)(6)	
Cell: (b)(6)	
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<final ads="" approved="" brandlift.docx="" masking="" media="" oadc="" paid="" social=""></final>	
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<20_321133-G_Firchow_Minimalist_Masking_Ridesharing_v2-01.png> <final polling="" questions.docx=""></final>	
Simulationing Questions. dock	

From:	Brookmeyer, Kathryn A. (C	DC/DDID/NCHHS	STP/DSTDP)	
Sent:	Fri, 19 Mar 2021 00:24:43	Fri, 19 Mar 2021 00:24:43 +0000		
To:	(b)(6) Priya Gar	ngolly; Crawford,	Carol Y. (CDC/O	D/OADC); Layton,
Kathleen (CDC	/OD/OADC); Dempsey, Jay H. (CDC/O	DD/OADC);	(b)(6)	
(b)(6	(b)(6)			
Cc:	Airton Tatoug Kamdem; Ni	sha Deolalikar; Ji	ulia Eisman; Step	hanie Bousheri; Liz
Lagone;	(b)(6) Kolis, Jessica (CDC/DD	PHSIS/CGH/GID)		
Subject:	RE: Call or VC- Facebook w	eekly sync with (	CDC	
Hi Facebook to	eam,			20:
I apologize the work.	at my sound cut out on the call today	! It was great to	hear you present	on your excellent
In terms of ur	derstanding and building vaccine con	fidonco – what w	rould be incredib	ly helpful to our
	had the vaccine willingness variables			
	county, or even by state. We have h			
	his would be so useful to our mappir			
	the local factors working together to			
	ghts Reports we use multiple data s			
eager for this	ne confidence and uptake. Our funde	eu states and juri	saictions would t	ie so nappy and
eager for this	data as well:	6		
Do you think	uch segmentation is possible? How o	ften does your d	ata refresh? Are	all your vaccine
	a indicators asked the same way at a			to the reaction.
	-7			
	s and look forward to hearing your t	houghts,		
Kate				
Kate Brookmeye	r, Ph.D.			
Behavioral Scien				
Vassinata with (	onfidence Team   Insights Unit			
	rce   Chief Medical Office			
Centers for Dise	sse Control and Prevention			
Mobile: (	0)(6)			
Division of STD	Prevention			
	for HIV AIDS, Viral Hepatitis, STD and TB I	Prevention		
	se Control and Prevention			
Work: +1.404.6	9.8058			
Original A	ppointment			
From: (b	(b)(6)			
Sent: Tuesday	, March 16, 2021 10:43 AM			
To: (b)(6				
Carol Y. (CDC/	OD/OADC); Layton, Kathleen (CDC/O	D/OADC); Demp	sey, Jay H. (CDC/	OD/OADC);
(b)(6		(b)(6)		
Cc: Airton Tat	oug Kamdem; Nisha Deolalikar; Julia	Eisman; Stephan	ie Bousheri; Liz L	agone;

Best,

Payton

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

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

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

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

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From: Payton Iheme (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
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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 <a href="https://www.instagram.com/cdcgov/guide/covid-19-vaccines/18186825229053919/">https://www.instagram.com/cdcgov/guide/covid-19-vaccines/18186825229053919/</a>.

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.

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

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

From: Payton Iheme Sent: Wednesday, April	(b)(6) 28, 2021 1:10 PM			
To: Crawford, Carol Y. (	The contract of the contract o	(b)(6)		
Cc: Genelle Adrien	(b)(6)	Chelsey Lepage	(b)(6)	
Subject: CDC "Guides" a	and this week's me	eting		Agijo.
Hi Carol,				UQ.

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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: Sent: To: Subject:	Crawford, Carol Y. (CDC/OD/OADC) Wed, 31 Mar 2021 18:23:11 +0000 Payton Iheme RE: This week's meeting	
Got it, thanks.		
From: Payton Iheme Sent: Wednesday, Mar	(b)(6) ch 31, 2021 2:18 PM	^
To: Crawford, Carol Y. ( Subject: Re: This week'	CDC/OD/OADC) (b)(6)	ation.
Hi Carol,		JINOC
look like so we can d	out the last two weeks due to all the holid	<b>X</b>
From: Carol Crawford Date: Wednesday, M To: Payton Iheme Subject: RE: This wee	arch 31, 2021 at 2:07 PM (b)(6)	
STREET, GRANTER TRANSPORTER AND STREET	ou originally meant when you said this "w for Census Thursday or if it needs more w	
But here is what Censu	s mentioned that they would like to discu	ss:
<ul> <li>One of the main of deaths after</li> <li>Examp</li> <li>Can we add the</li> </ul>	e posts from last week's deck about inferti those re-evaluated by the moderation to themes we're seeing and from the Crow receiving the vaccine. What's the approach le: No label le: Label that links to WHO the Census team to CrowdTangle?	eam or taken down for another reason?  I/dTangle report is local news coverage  I/d for adding labels to those stories?
Thanks		

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