

**From:** Liz Lagone  
**Sent:** Mon, 4 Oct 2021 19:33:16 +0000  
**To:** Jamal, Catherine (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Carrie Adams  
**Subject:** [New Questions (10/4)] (b)(4)  
(b)(4)

Hi Carol and Catherine, I hope you're doing well! I wanted to follow up on my email below given I know Carol is on (b)(6) and Catherine was also the day I sent this so it may have gotten lost in the shuffle. Please me know if you have any clarifying questions that I can help answer about the claims below—we'd love CDC's input on them.

(b)(4)

The related questions and context are listed below. Given there are quite a few, I'm very happy to set up a time to connect and chat through any or all of these if that's easiest for your team—please just let me know! And if your team would like to answer these in chunks, we could start with the first set of questions below related to “all vaccines” and come back to the vaccine related to children claims at a later date.

MANY, MANY thanks in advance for your input into this all!! We look forward to hearing your team's thoughts on these.

All the best,  
Liz

(b)(4)

(b)(4)

Obtained by America First Legal Foundation through litigation.



(b)(4)

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**From:** Liz Lagone (b)(6)

**Date:** Friday, September 24, 2021 at 11:55 AM

**To:** Jamal, Catherine (CDC/OD/OADC) (b)(6), (b)(6) <(b)(6)>

**Cc:** Carrie Adams (b)(6)

**Subject:** (b)(4)

Hi Carol and Catherine, happy Friday!

(b)(4)

Many thanks and all the best,

Liz

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**From:** Jamal, Catherine (CDC/OD/OADC) <(b)(6)>

**Date:** Tuesday, September 14, 2021 at 7:52 AM

**To:** Carrie Adams (b)(6) Liz Lagone (b)(6)

**Subject:** RE: (b)(4)

On it, thanks!

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**From:** Carrie Adams (b)(6)  
**Sent:** Monday, September 13, 2021 6:42 PM  
**To:** Liz Lagone (b)(6) Jamal, Catherine (CDC/OD/OADC) (b)(6)  
**Subject:** Re: (b)(4)

+ Catherine as Carol is out this week

CA

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**From:** Liz Lagone (b)(6)  
**Date:** Monday, September 13, 2021 at 5:45 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Carrie Adams (b)(6)  
**Subject:** (b)(4)

Hi Carol, hope you had a great weekend! Our team is really looking forward to our conversation next Tuesday, 9/21 on our vaccine misinformation policy developments—thank you so much for making the time and pulling the group together.

(b)(4)

Please let me know if you have any questions and thank you so much in advance for providing the CDC's insight into these claims!

Best,  
Liz

**From:** Payton Iheme  
**Sent:** Wed, 10 Mar 2021 14:56:21 +0000  
**To:** Payton Iheme; Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR); Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Liz Lagone  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, March 10, 2021 9:55 AM  
**To:** Payton Iheme; Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Liz Lagone  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, March 18, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

Hold this spot for the FB discussion – send to Lis, etc. if you'd like. I don't know how much you'll get but we'll see!

Carol

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Liz Lagone  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, March 18, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**


-New attendees Intro

-CDC needs/questions


-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

## Ways to join


 Computer or Mobile:

(b)(6)

 Facebook Conference Room:

Use the touch panel to enter the join code (b)(6) and pin

(b)(6)

 Telephone:

Dial in on + (b)(6) or find [an alternative number](#) then enter ID (b)(6) followed by participant passcode (b)(6)

Enabled by **Rooms**

**From:** (b)(6)  
**Sent:** Wed, 7 Apr 2021 16:30:19 +0000  
**To:** Payton Iheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); (b)(6)  
(b)(6) (b)(6) (b)(6)  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Stephanie Bousheri; Liz Lagone; (b)(6) (b)(6) Jennifer Shopkorn (CENSUS/ADCOM FED); Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Lane, Lindsay (CDC/DDID/NCIRD/OD) (CTR); Athas Nikolakakos; Christopher Lewitzke; Sam Huxley; Katy Stanley; Courtney Cesena  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

-New attendees Intro

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

Join ZoomGov Meeting

(b)(6)

Meeting ID: (b)(6)

Passcode: (b)(6)

Obtained by America First Legal Foundation through litigation.

**From:** Payton Iheme  
**Sent:** Wed, 24 Mar 2021 11:53:16 +0000  
**To:** Payton Iheme; Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Justine Isola; Lindsay Young; Sunita Saligram; Liz Lagone  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Kate Thornton  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

FB says we will discuss misinformation on this all..also the Census project (I know your not a fan). Hoping you can join.

Carol

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Justine Isola; Lindsay Young; Sunita Saligram; Liz Lagone  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Kate Thornton  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, March 25, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

-New attendees Intro

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

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## Ways to join

🌐 Computer or Mobile:

(b)(6)



Facebook Conference Room:

Use the touch panel to enter the join code  and pin

Telephone:

Dial in on  or find [an alternative number](#)

then enter ID  followed by participant passcode

Enabled by **Rooms**

Obtained by America First Legal Foundation through litigation.

**From:** Payton Iheme  
**Sent:** Wed, 24 Mar 2021 11:55:22 +0000  
**To:** Payton Iheme; Galatas, Kate (CDC/OD/OADC); Sokler, Lynn (CDC/OD/OADC); Sam Huxley; Jennifer Shopkorn (CENSUS/ADCOM FED); Christopher Lewitzke; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Justine Isola; Lindsay Young; Sunita Saligram; Liz Lagone  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Kate Thornton  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

This is my regular FB meeting and they would like to discuss 2 misinformation topics 1) Jessica K asked about misinformation that was removed and 2) they would like to discuss next steps on our CDC/CENSUS project.

I hope this time works.

Carol

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Justine Isola; Lindsay Young; Sunita Saligram; Liz Lagone  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Kate Thornton  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, March 25, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

-New attendees Intro

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-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

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**Ways to join**



🌐 Computer or Mobile:

(b)(6)

🖥️ Facebook Conference Room:

Use the touch panel to enter the join code (b)(6) and pin

(b)(6)

☎️ Telephone:

Dial in on (b)(6) or find [an alternative number](#)

then enter ID (b)(6) followed by participant passcode (b)(6)

Enabled by **Rooms**

Obtained by America First Legal Foundation through litigation.

**From:** Payton Iheme  
**Sent:** Mon, 12 Apr 2021 15:47:12 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Jorgensen, Cynthia (CDC/DDID/NCIRD/OD); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Genelle Adrien; Chelsey Lepage  
**Subject:** Connecting People in the US With State COVID-19 Vaccine Information

Good morning CDC team,

I wanted to share the latest update for your visibility.

<https://about.fb.com/news/2021/04/state-covid-19-vaccine-information/>

# Connecting People in the US With State COVID-19 Vaccine Information

April 12, 2021



Now that states in the US are opening COVID-19 vaccine eligibility to all adults, Facebook is helping connect people with state-specific information from local health departments about COVID-19 vaccines and how people can get vaccinated. To do this, we're replicating our state-by-state strategies we used during the US 2020 presidential election since both voting and the vaccine rollout are handled by state and local authorities. Just as we ran state-specific notifications in News Feed about registering to vote and voting by mail ahead of each state's deadlines, we're tailoring COVID-19 vaccine notifications to coincide with each state opening their eligibility to all adults so we don't promote vaccines before everyone is eligible. We are ultimately rolling out these notifications nationally across the US and globally as more countries expand vaccinations.

## Sharing State Vaccine Information in News Feed

As part of our work to help people get vaccinated, we're working with state health departments to connect people with reliable information about whether and when they're eligible to get a COVID-19 vaccine in their state. From January through March, over 3 million people in the US clicked through our News Feed promotions and our COVID-19 Information Center to visit their state health website or local provider. And showing people this information right in their News Feed is having a positive impact on vaccine registrations. For example, West Virginia's Department of Health and Human Resources reported that their vaccine registrations increased significantly after Facebook started running these notifications.

Obtained by America First Legal from the Department of Justice pursuant to a Freedom of Information Act request.

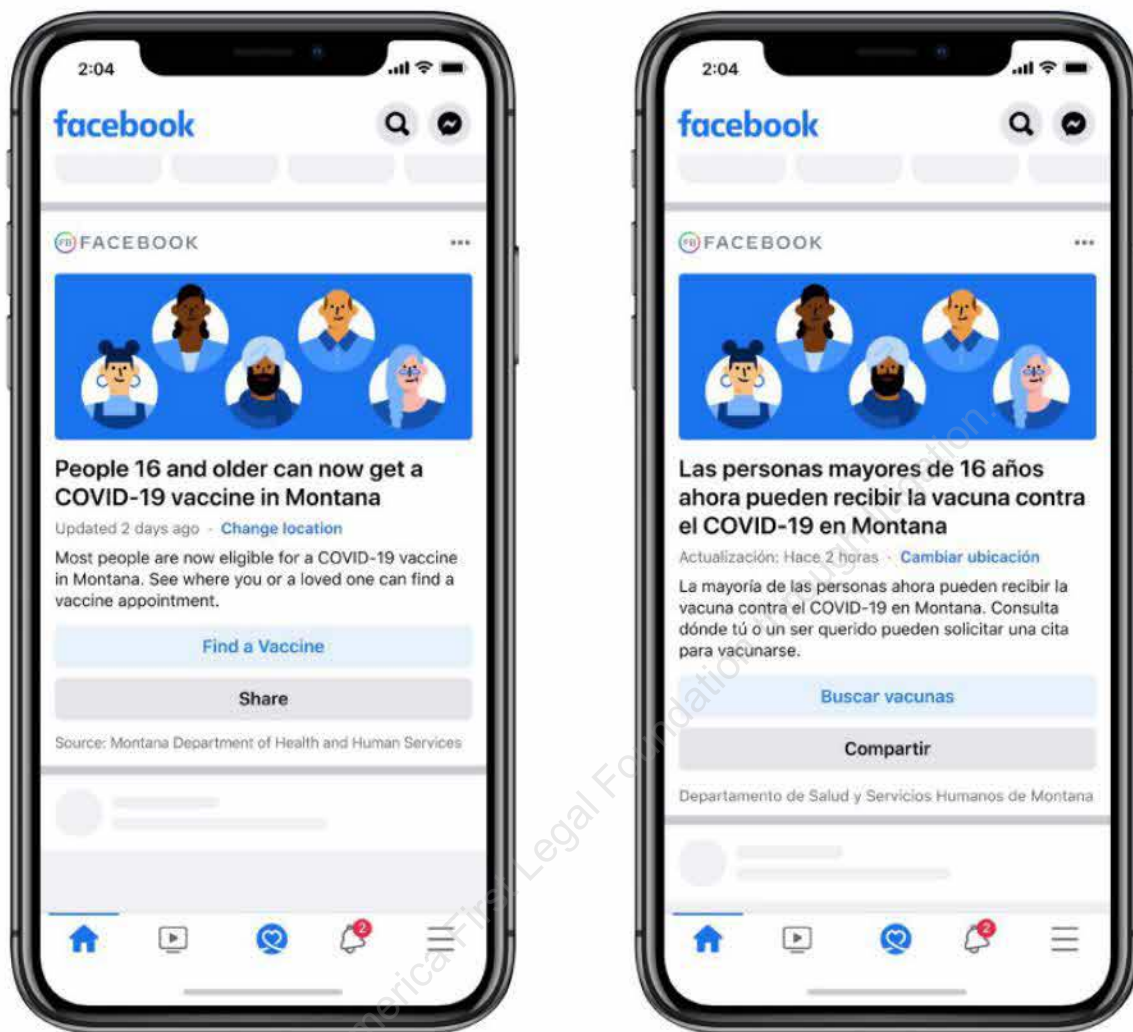
Over 3 million people in the US have clicked through our News Feed promotions and COVID-19 Information Center to see vaccine eligibility information from their state health website or local provider.

We're also running these News Feed notifications in nearly 20 countries with more following soon. These notifications link to the country's ministry of health website for more information about the vaccines and booking an appointment.

Since [February in the US](#), we've shown people ages 65 and older a notification in News Feed that links to their state website to see who can get a vaccine and how to make an appointment. Now that states are expanding vaccine eligibility, we're starting to show notifications to all eligible adults with the latest information.

When a state says the general public is eligible for a COVID-19 vaccine, we'll show a notification to people in that state that connects them with their state health department or our Vaccine Finder. We're already doing this in states such as Alaska, Mississippi, Texas and Utah. Our strategy to work closely with state governments is critical in order to ensure that our features are directing people to local resources as they are available and not drive demand too soon that would overwhelm systems.





If you have your Facebook language set to Spanish, you'll see the notification in Spanish and we'll direct you to your state's Spanish-language website, if they have one, when you click the link. Right now, we're running these News Feed notifications in 50 US states, the District of Columbia, and five US territories in English, Spanish, Mandarin and Vietnamese. This information, including links to state health departments, is also available in the COVID-19 Information Center.

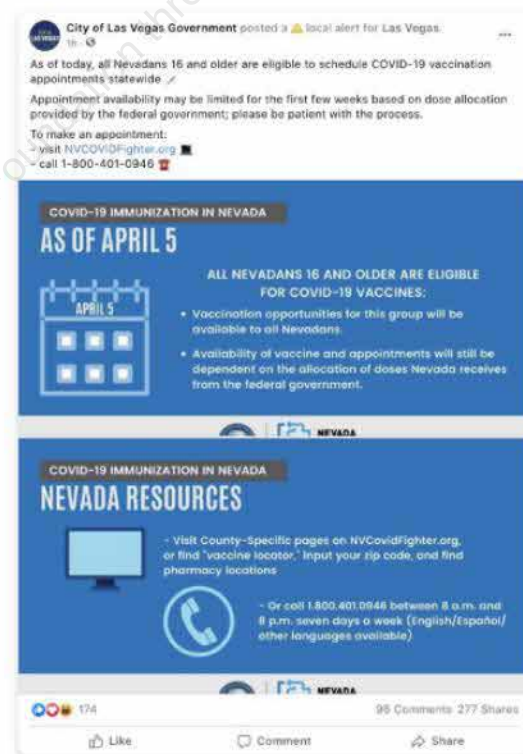
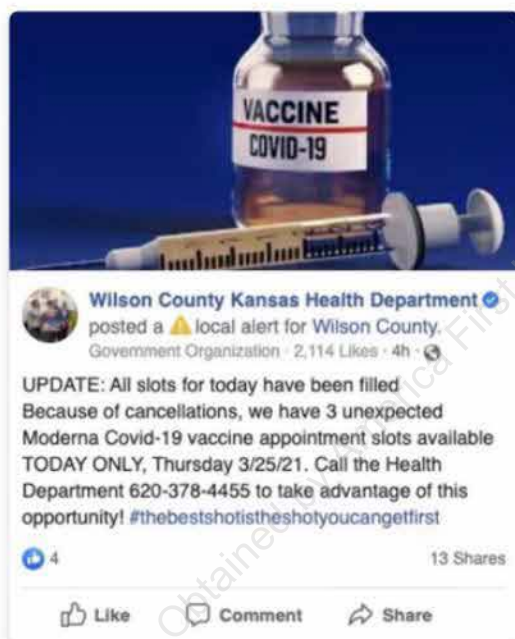
## CrowdTangle Partnerships With Health Departments

Over the last month, we've given state health departments access to [CrowdTangle](#) to help address localized vaccine misinformation in a given state or region. CrowdTangle is a Facebook tool that tracks how content spreads online. When health departments flag potential vaccine misinformation on Facebook and Instagram, we review and

remove this content if it violates our policies against false COVID-19 and vaccine claims. This is similar to how governments and fact-checkers use CrowdTangle ahead of elections to identify potential voter suppression.

## Expanded Access to Facebook Local Alerts

Over the past year, local governments have been using local alerts, a tool that helps first responders and local governments communicate urgent information to their community on Facebook, to share COVID-19 updates. To help reach people quickly with vaccine information, we expanded access to local alerts to even more municipal governments, state and local emergency response organizations and public health agencies. These groups now have the ability to push out timely, credible COVID-19 and vaccine information to their local communities. *If you meet this criteria, you can request access to [Local Alerts](#).*



FACEBOOK

**Payton Iheme**

U.S. Public Policy

[Facebook](#)

Obtained by America First Legal Foundation through litigation.

**From:** Payton Iheme  
**Sent:** Tue, 16 Mar 2021 14:33:27 +0000  
**To:** Payton Iheme; Galatas, Kate (CDC/OD/OADC); Sokler, Lynn (CDC/OD/OADC); Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Katherine Morris  
**Cc:** Airtou Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Stephanie Bousheri; Liz Lagone; Kate Thornton; Kolis, Jessica (CDC/DDPHSIS/CGH/GID)  
**Subject:** From carol: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

Facebook is going to go over information they have "removed" in the past per a request from Jessica Kolis as they wanted the data AND go over the CMU Facebook report from yesterday, so including you guys. I'm not sure this is right for Census but we can invite. It is always hard to know how these meeting will go.

Carol

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Katherine Morris  
**Cc:** Airtou Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Stephanie Bousheri; Liz Lagone; Kate Thornton; Kolis, Jessica (CDC/DDPHSIS/CGH/GID)  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, March 18, 2021 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

-New attendees Intro

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

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## Ways to join



🌐 Computer or Mobile:

(b)(6)

🖥️ Facebook Conference Room:

Use the touch panel to enter the join code (b)(6) and pin

(b)(6)

☎️ Telephone:

Dial in on + (b)(6) or find [an alternative number](#)  
then enter ID (b)(6) followed by participant passcode (b)(6)

Enabled by **Rooms**

Obtained by America First Legal Foundation through subpoena.

**From:** Layton, Kathleen (CDC/OD/OADC) on behalf of "Payton Iheme"  
(b)(6)  
**Sent:** Thu, 4 Mar 2021 21:03:34 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** FW: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

Did you mean to add Kathleen LaPorte instead of me? I don't work with Tanaq

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Layton, Kathleen (CDC/OD/OADC); Dragoiu, Georgeta (HHS/ASPA); Palosky, Stacey (OS/ASPA); Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Airtou Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Liz Lagone  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, March 11, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

Stacy/Georgeta – We will go over the Whatsapp project during this check in with Facebook, if you'd like to attend.

Kathleen – being sure you have this so you can invite Tanaq.

Thanks.

Carol Crawford

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Airtou Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Liz Lagone  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, March 11, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

-New attendees Intro

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

## Ways to join

🌐 Computer or Mobile:

(b)(6)

📺 Facebook Conference Room:

Use the touch panel to enter the join code (b)(6) and pin

(b)(6)

📞 Telephone:

Dial in on (b)(6) or find [an alternative number](#) then enter ID (b)(6) followed by participant passcode (b)(6)

Enabled by **Rooms**

**From:** Crawford, Carol Y. (CDC/OD/OADC) on behalf of "Payton Iheme"  
(b)(6)  
**Sent:** Thu, 18 Feb 2021 14:12:20 +0000  
**To:** Vazquez, Germaine (ATSDR/OCOM); LaPorte, Kathleen (CDC/DDID/NCIRD/ID);  
Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD)  
**Subject:** FW: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

Sending all 3 of you the appt – up to you all who all attends. This is the Facebook meeting today.

Thanks!

Carol

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Liz Lagone  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, February 18, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

- New attendees Intro
- CDC needs/questions
- FB Product updates/feedback request (COVID-HUB)
- COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

---

## Ways to join

🌐 Computer or Mobile:

(b)(6)

Facebook Conference Room:

Use the touch panel to enter the join code  and pin

Telephone:

Dial in on  or find [an alternative number](#)

then enter ID  followed by participant passcode

Enabled by **Rooms**

Obtained by America First Legal Foundation through litigation.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 6 May 2021 19:06:43 +0000  
**To:** Payton Iheme; Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien  
**Cc:** Airtou Tatoug Kamdem; Julia Eisman; Liz Lagone; Kate Thornton; Carrie Adams  
**Subject:** JOIN WITH NEW INFO: E: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

## Microsoft Teams meeting

**Join on your computer or mobile app**

[Click here to join the meeting](#)

**Or call in (audio only)**

(b)(6)	# United States, Atlanta United States (Toll-free)
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Phone Conference ID: (b)(6)

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

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

**From:** Payton Iheme (b)(6)

**Sent:** Wednesday, January 27, 2021 6:44 PM

**To:** Payton Iheme; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien

**Cc:** Airtou Tatoug Kamdem; Julia Eisman; Liz Lagone; Kate Thornton; Carrie Adams

**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

**When:** Thursday, May 6, 2021 3:00 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:**

-New attendees Intro

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, others

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## Microsoft Teams meeting (CDC VC)

**Join on your computer or mobile app**

[Click here to join the meeting](#)

**Or call in (audio only)**

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

Phone Conference ID: (b)(6)

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

Obtained by America First Legal Foundation through litigation.



**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 (b)(4)  
(b)(4) And thank you all so much for your input over the last week on our many questions about vaccine misinformation relative to the EUA.

(b)(4)

(b)(4) 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.

(b)(4)

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

Best,  
Liz

(b)(4)



(b)(4)

Obtained by America First Legal Foundation through litigation.

**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:** (b)(4)

(b)(4)

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: (b)(4)

Hi Carol--

Attached is a PDF of our (b)(4) should you need to review as well as a how to guid.

(b)(4)

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

CA

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**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: (b)(4)

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: (b)(4)

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: (b)(4)

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

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**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: (b)(4)

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: (b)(4)

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: (b)(4)

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: (b)(4)

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: (b)(4)

This would be for (b)(4)

---

**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: (b)(4)

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: (b)(4)

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

Look likes Wednesday the 19<sup>th</sup> 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: (b)(4)

Hi Carol,

Genelle just went on (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 (b)(4)

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: (b)(4)

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: (b)(4)

Hi Carol – Following up from our meeting yesterday. It looks like Monday, May 17<sup>th</sup> at 12:00pm will work for (b)(4) The overlaps with your standing Census meeting you mentioned. We will plan to invite the email addresses below (b)(4)

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: (b)(4)

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: (b)(4)

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 (b)(4) 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 (b)(4) for CDC and Census colleagues. Could you kindly confirm if the below emails are correct for (b)(4) (b)(4) and if there are others you'd like to include?

Please let me know if you have any questions.

Thank you!  
Genelle

(b)(6)

- (b)(6)
- 



**Genelle Quarles Adrien**

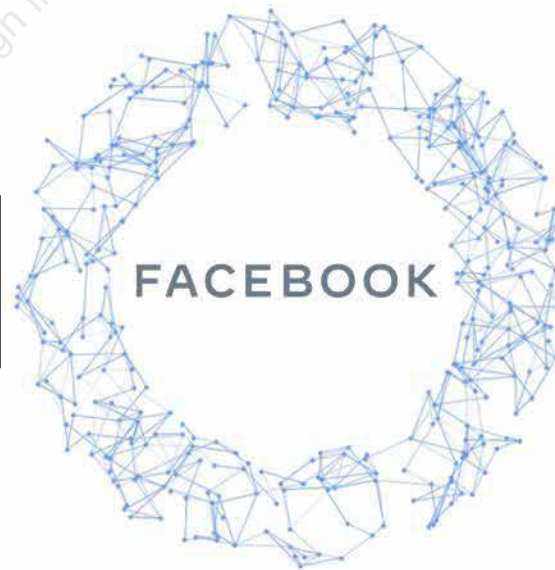
Politics & Government Outreach

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

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(b)(4)

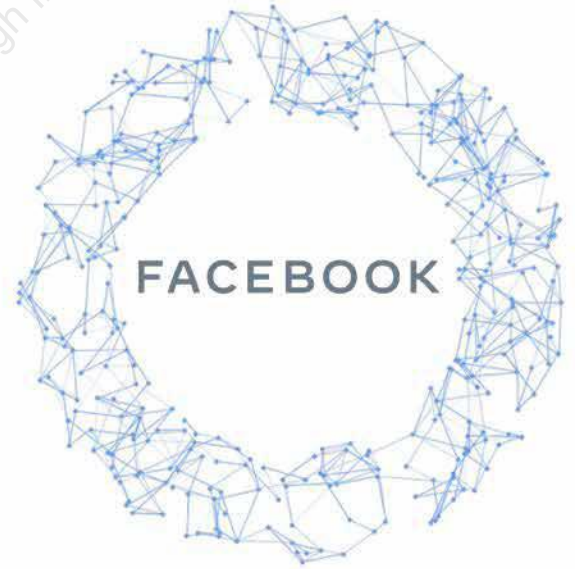
May 19th, 2021



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# Facebook Community Standards



Obtained by America First Legal Foundation through litigation.

# Content Policy Team - Who are we?



**11 Global  
Offices**



**Diverse Team with backgrounds  
in**

Europe

North America

Asia

Law & Law  
Enforcement

Human Rights,  
NGOs & Public  
Policy

Business &  
Communications

# Community Standards



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## Introduction

- > I. Violence and Criminal Behavior
- > II. Safety
- > III. Objectionable Content
- > IV. Integrity and Authenticity
- > V. Respecting Intellectual Property
- > VI. Content-Related Requests
- > Additional Information

## Community Standards



## INTRODUCTION

Every day, people use Facebook to share their experiences, connect with friends and family, and build communities. We are a service for more than two billion people to freely express themselves across countries and cultures and in dozens of languages.

# Our Policies Cover

**Violence and Criminal  
Behaviour**

**Safety**

**Objectionable Content**

**Integrity and Authenticity**

**Intellectual  
Property**

**Content-Related  
Requests**

Including...

Self Harm

Coordinating  
Harm

Dangerous  
Organizations

Hate Speech

Cruel & Insensitive  
Humor

Credible Threats

Bullying /  
Harassment

Sexual Exploitation

Scams / Fraud

Commercial Spam

Privacy / Identity  
Theft

Hacked Accounts

Deceased  
Members

Celebrating Crime

Adult Nudity &  
Sexual Activity

Graphic Violence

Regulated Goods

# We empower and safeguard users with policies that are:



## **.Principled**

Rooted in our mission to build community and bring people together



## **.Operable**

Applied by reviewers in a way that is consistent and fair

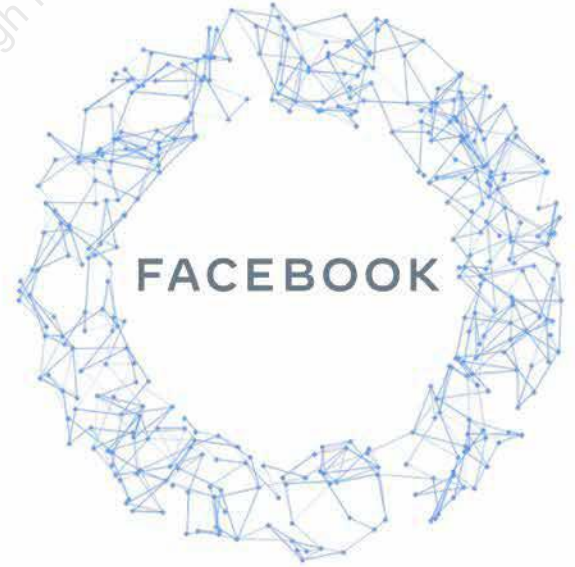


## **.Explicable**

Clearly understandable all over the world

Obtained by America First Legal Foundation through litigation

# Policy Development and Implementation



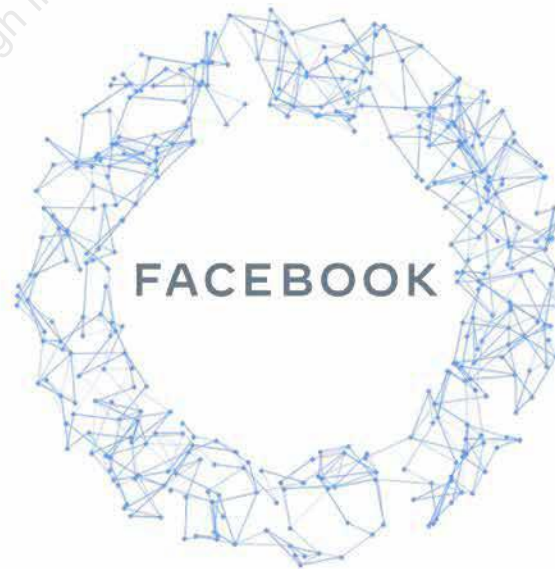


# Who we work with

We bring together experts and groups with different perspectives to develop policies that are relevant, fair and locally-responsive.



# Covid & Vaccine Misinformation



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- 01 Bringing 50 million people a step closer to vaccinations
- 02 Combating COVID-19 and vaccine misinformation
- 03 Overcoming global challenges in vaccination

## Taking a multi-pronged approach to combating COVID-19 and vaccine misinformation



**Remove** false information that has been debunked by public health experts. Reject ads that violate our policies, including those that discourage vaccination.



**Reduce** the distribution of other misleading claims rated by independent fact-checkers.



**Inform** people who have come into contact with these claims through notices and labels and connect them with authoritative information from experts.

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## Community Standards

Under our Community Standards, we remove misinformation when public health authorities conclude that the information is **false** and **likely to contribute to imminent violence or physical harm**. Since COVID-19 was declared a Public Health Emergency of International Concern (PHEIC) in January 2020, we have applied this policy to content containing claims related to COVID-19 that, according to public health authorities, are (a) false, and (b) likely to contribute to imminent physical harm (of imminent physical harm examples include: increasing the likelihood of exposure to or transmission of the virus, or having adverse effects on the public health system's ability to cope with the pandemic). The goal of this policy is to reduce health harm to people, while also allowing people to discuss, debate and share their personal experiences, opinions and news related to the COVID-19 pandemic.

## We Remove

Claims about the **existence or severity of COVID-19**. Acknowledging the existence and understanding the severity of COVID-19 is foundational to keeping people safe and aware of the dangers of this public health emergency. We remove claims that deny the existence of the disease or undermine the severity of COVID-19. This includes:

- Claims that COVID-19 is no more dangerous to people than the common flu or cold.



Claims about **COVID-19 transmission and immunity**: Understanding how COVID-19 is transmitted and who can be infected is a critical component of protecting people from getting or spreading the virus. Public health authorities state that COVID-19 can be transmitted in any location and primarily from person to person through small droplets from the nose or mouth, which are expelled when a person with COVID-19 coughs, sneezes or speaks. Public health authorities also agree that all people, regardless of age or other unique characteristics, can be infected with and spread COVID-19. We remove false claims about how and where COVID-19 can be transmitted and who can be infected. This includes:

- Claims that COVID-19 cannot be transmitted in certain climates, weather conditions, or locations

Claims about **guaranteed cures or prevention methods for COVID-19**: Public health authorities, such as the WHO, say there is currently nothing that can guarantee recovery or guarantee the average person will not get COVID-19. We have also heard from public health authorities that if people thought there was a guaranteed cure or prevention for COVID-19, that could lead them to take incorrect safety measures, ignore appropriate health guidance, or even attempt harmful self-medication. This is why we don't allow false claims about how to cure or prevent COVID-19. This includes:

- Claims that for the average person, something can guarantee prevention from getting COVID-19 or can guarantee recovery from COVID-19 before such a cure or prevention has been approved

Claims **discouraging good health practices**: There are a number of good health practices public health authorities advise people take to protect themselves from getting or spreading COVID-19. This includes wearing a face mask, social distancing, getting tested for COVID-19 and, more recently, getting vaccinated against COVID-19. Public health authorities have issued emergency use authorization for several COVID-19 vaccines, so in addition to false claims about face masks, social distancing and testing, we do not allow false claims about the vaccines or vaccination programs which public health experts have advised us could lead to COVID-19 vaccine rejection. This includes false claims about the safety, efficacy, ingredients, development, existence, or conspiracies related to the vaccine or vaccination program. As more information becomes available about COVID-19 vaccines, we will continue to iterate on how we apply this policy. This includes:

- Claims that COVID-19 tests cause cancer

## False Claims about Covid Vaccines

- Claims about the availability or existence of COVID-19 vaccines
- Claims about the safety or serious side effects of COVID-19 vaccines
- Claims about the efficacy of COVID-19 vaccines
- Claims about how the COVID-19 vaccine was developed or its ingredients
- Claims involving conspiracy theories about a COVID-19 vaccine or vaccination program

Obtained by America First Legal Foundation through litigation.



# Widely Debunked Vaccine Hoaxes

For the duration of the COVID public health emergency, we remove content that repeats other false health information, primarily about vaccines, that are widely debunked by leading health organizations such as the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC). The goal of this policy is to combat misinformation about vaccinations and diseases, which if believed could result in reduced vaccinations and harm public health and safety.

- Vaccines cause autism
- Vaccines cause Sudden Infant Death Syndrome
- Vaccines cause the disease against which they are meant to protect, or cause the person to be more likely to get the disease
- Vaccines or their ingredients are deadly, toxic, poisonous, harmful, or dangerous
- Natural immunity is safer than vaccine acquired immunity
- It is dangerous to get several vaccines in a short period of time, even if that timing is medically recommended
- Vaccines are not effective to prevent the disease against which they purport to protect
- Acquiring measles cannot cause death (requires additional information and/or context)
- Vitamin C is as effective as vaccines in preventing diseases for which vaccines exist.

## Repeat Offenders

Pages, Groups, profiles, and Instagram accounts that repeatedly post misinformation or coordinate harm (see Coordinating Harm policies at the top of this entry) related to COVID-19, vaccines, and health may face restrictions, including (but not limited to) reduced distribution, removal from recommendations, or removal from our site.

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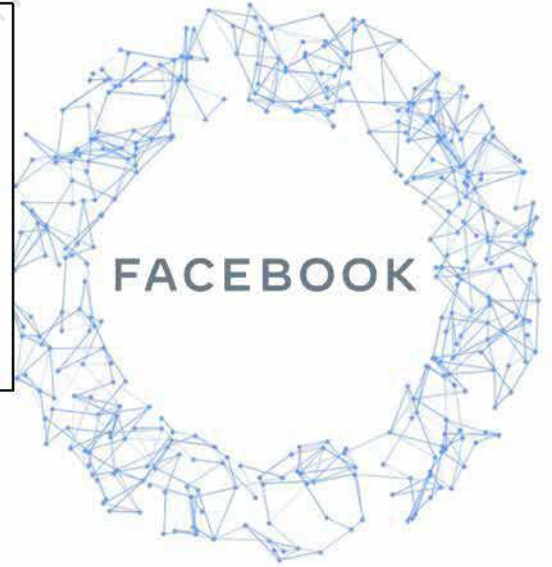


Since the pandemic began, we've removed more than **16 million pieces of content** on Facebook and Instagram for violating our COVID-19 and vaccine policies.

This includes **more 2 million** pieces of content removed since February alone, when we expanded our COVID and vaccine misinformation policies.

Obtained by America First Legal Foundation through litigation.

(b)(4)



Obtained by America First Legal Foundation through litigation.

I II III IV V

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

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Obtained by America First Legal Foundation through litigation.

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Obtained by America First Legal Foundation through litigation.



(b)(4)

Obtained by America First Legal Foundation through litigation.

Thank you

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Obtained by America First Legal Foundation through litigation.

**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:

(b)(4)

(b)(4)

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.

(b)(4)

(b)(4)

Thanks so much,  
Liz

--

Liz Lagone | Health & Well-Being Policy

FACEBOOK

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**From:** Todd O'Boyle  
**Sent:** Fri, 3 Sep 2021 10:39:37 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Gordon, Stephanie (CDC/OD/OADC); Jamal, Catherine (CDC/OD/OADC)  
**Subject:** Re: BOLO: CDC lab alert & misinformation

Thanks as always, Carol. Will share these details with our team.

On Fri, Sep 3, 2021 at 9:57 AM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

I'm so glad it was helpful.

Besides the CDC URLs we included originally, we've seen this URL used: [FDA Announced Today The CDC PCR Test for COVID-19 has Failed its full review. \(streetloc.com\)](https://www.streetloc.com/news/fda-announced-today-the-cdc-pcr-test-for-covid-19-has-failed-its-full-review)

Hashtags were rare, but we saw #pcrtest used some.

Also, I'm out for 3 weeks, you so you may hear directly from Catherine Jamal, also copied here, on any other misinformation topics.

Thanks!

---

**From:** Todd O'Boyle (b)(6)  
**Sent:** Thursday, September 2, 2021 5:28 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Fwd: BOLO: CDC lab alert & misinformation

Hi Carol,

Thanks for this bolo. Please see this note below from our grateful team:

----- Forwarded message -----

From: **Joseph Guay**  
Date: Thu, Sep 2, 2021 at 5:26 PM  
Subject: Re: BOLO: CDC lab alert & misinformation  
To: Todd O'Boyle  
CC: Brian Clarke

Thanks, Todd.

These attached Tweets are super helpful. If there are also any URLs, or hashtags that have been reported, that would also be good for us to know.

Thanks,

Joe

On Thu, Sep 2, 2021 at 2:09 PM Todd O'Boyle (b)(6) wrote:

Bolo from CDC, ICYMI

----- Forwarded message -----

From: **Crawford, Carol Y. (CDC/OD/OADC)** (b)(6)  
Date: Thu, Sep 2, 2021 at 3:53 PM  
Subject: BOLO: CDC lab alert & misinformation  
To: Todd O'Boyle (b)(6)  
CC: Gordon, Stephanie (CDC/OD/OADC) (b)(6), Jamal, Catherine (CDC/OD/OADC) (b)(6)

Hi Todd –

A quick BOLO for a small but growing area of misinfo. One of our Lab alerts ([CDC 2019-Novel Coronavirus \(2019-nCoV\) Real-Time RT-PCR Diagnostic Panel](#)) was misinterpreted and was shared via social media. The CDC issued a [follow-up Laboratory Alert](#) to provide further

clarification and prevent additional confusion but we are still seeing some social media circulation. The CDC 2019 Novel Coronavirus (2019-nCoV) Real-Time RT-PCR Diagnostic Panel did not fail a full review and was not revoked by the FDA. I've attached some example Twitter posts and another document with the facts around the issue.

Let us know if you have any questions!

Thanks!

Carol Crawford

Chief, Digital Media Branch

Division of Public Affairs, OADC

CDC

(b)(6)

(b)(6)

--



**Joseph Guay**

Sr. Policy Specialist, Misinformation Site Integrity

(b)(6)

@JosephGuay1

**From:** Jan Antonaros  
**Sent:** Thu, 28 Oct 2021 19:43:39 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Booster Shots

Hi Carol, I don't have specific questions. We just wanted to connect with you to confirm the link you'll be updating and to confirm key messages etc. it should be fine to keep the call small to just us.

On Thu, Oct 28, 2021 at 7:22 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Can you give me a sense of what you'll need to discuss? I would rather not have a SME if I can answer questions but not sure what is being discussed. I know plans, key messages but not a expert in this.

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Thursday, October 28, 2021 7:18 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Jamal, Catherine (CDC/OD/OADC) (b)(6); Megan Ryskamp  
(b)(6) Smith, Fred (CDC/OD/OADC) (b)(6) Stanley Onyimba  
(b)(6)  
**Subject:** Re: Booster Shots

3:30pm est it is! Would you mind sending an invite so the dial in works for you? Thank you!

On Thu, Oct 28, 2021 at 7:07 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

3:30 is best. Right now we have a 4pm I must attend.

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Thursday, October 28, 2021 7:06 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)

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

**Subject:** Re: Booster Shots

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

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

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

Jan – of course not that I look again, I would recommend changing (b)(5)  
(b)(5)

---

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

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

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

**Subject:** RE: Booster Shots

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



This looks good. Thanks for checking.

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

---

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

Hi CDC team,

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

Anticipated new text: (b)(4)  
(b)(4)

Anticipated new mock:

(b)(4)

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

Thank you,  
Jan and Megan

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile (b)(6)

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

Great, thanks!

On Thu, Sep 30, 2021, 2:31 PM Smith, Fred (CDC/OD/OADC) [REDACTED] wrote:

Hi Stanley,

I heard back from some folks. No heartburn over the message as proposed.

Cheers

Fred

---

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thursday, September 30, 2021 4:32 PM  
**To:** Stanley Onyimba [REDACTED]  
**Cc:** Jan Antonaros [REDACTED] Jamal, Catherine (CDC/OD/OADC)  
[REDACTED] Crawford, Carol Y. (CDC/OD/OADC) [REDACTED]  
**Subject:** RE: Booster Shots

Hi Stanley

I'm informally running it by some folks to see what they think. Looks inclusive and accurate enough to me, but hey, I'm a tech guy and not a vaccine SME!

Get back to you shortly

---

**From:** Stanley Onyimba [REDACTED]  
**Sent:** Thursday, September 30, 2021 3:53 PM  
**To:** Smith, Fred (CDC/OD/OADC) [REDACTED]  
**Cc:** Jan Antonaros [REDACTED] Jamal, Catherine (CDC/OD/OADC)



(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](#):

(b)(4)

Thanks,

Stanley

--

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

--

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

Android Mobile: (b)(6)

--

Jan Fowler Antonaros  
Google US Federal Government Affairs and Public Policy  
25 Mass Ave NW, 9th FL  
Washington, DC 20001

(b)(6)

Android Mobile: (b)(6)

Obtained by America First Legal Foundation through litigation.

**From:** Jan Antonaros  
**Sent:** Mon, 1 Nov 2021 09:39:05 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Jamal, Catherine (CDC/OD/OADC); Megan Ryskamp; Stanley Onyimba  
**Subject:** Re: Booster Shots

amazing, yes! 4pm EST would work better if ok with you. Thank you so much! my big boss is joining my team meeting today at 3:30pm

Thanks Carol

Jan Fowler Antonaros  
Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

On Mon, Nov 1, 2021 at 9:23 AM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

My 4 pm was moved if you still prefer it – I can do it anytime after 4.

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Thursday, October 28, 2021 7:18 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Jamal, Catherine (CDC/OD/OADC) (b)(6); Megan Ryskamp  
(b)(6) Smith, Fred (CDC/OD/OADC) (b)(6); Stanley Onyimba  
(b)(6)  
**Subject:** Re: Booster Shots

3:30pm est it is! Would you mind sending an invite so the dial in works for you? Thank you!

On Thu, Oct 28, 2021 at 7:07 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

3:30 is best. Right now we have a 4pm I must attend.

---

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

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

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

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

Jan – of course not that I look again, I would recommend changing (b)(4)  
(b)(4)

---

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

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

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

This looks good. Thanks for checking.

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

---

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

Hi CDC team,

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

Anticipated new text: (b)(4)

(b)(4)

(b)(4)

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

Thank you,  
Jan and Megan

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

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

Great, thanks!

On Thu, Sep 30, 2021, 2:31 PM Smith, Fred (CDC/OD/OADC) [REDACTED] wrote:

Hi Stanley,

I heard back from some folks. No heartburn over the message as proposed.

Cheers

Fred

---

**From:** Smith, Fred (CDC/OD/OADC)

**Sent:** Thursday, September 30, 2021 4:32 PM

**To:** Stanley Onyimba [REDACTED]

**Cc:** Jan Antonaros [REDACTED] Jamal, Catherine (CDC/OD/OADC)

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

**Subject:** RE: Booster Shots

Hi Stanley

I'm informally running it by some folks to see what they think. Looks inclusive and accurate enough to me, but hey, I'm a tech guy and not a vaccine SME!

Get back to you shortly

---

**From:** Stanley Onyimba [REDACTED]

**Sent:** Thursday, September 30, 2021 3:53 PM

**To:** Smith, Fred (CDC/OD/OADC) [REDACTED]

**Cc:** Jan Antonaros [REDACTED] Jamal, Catherine (CDC/OD/OADC)

[REDACTED]

**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](#):

(b)(4)

Thanks,

Stanley

--

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

--

Jan Fowler Antonaros

Google US Federal Government Affairs and Public Policy

(b)(6)

Android Mobile: (b)(6)



**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 25 Jan 2021 15:57:17 +0000  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Schwarz, Kelsey (CDC/OD/OADC); Julia Eisman  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Michael Sullivan; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Brandlift

Thank you so much,

Hallie, just shared an invite with you, hopefully that works, talk soon.

**-Airton**

Concierge support available [here](#)

---

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Date:** Monday, January 25, 2021 at 10:41 AM  
**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) Michael Sullivan (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: Brandlift

Hi Airton,

I am free 11:30-12 or 3-3:30 tomorrow and any of the proposed times Wednesday.

Thanks!  
Hallie

---

**From:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Sent:** Monday, January 25, 2021 10:38 AM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** RE: Brandlift

Hi Airton – Connecting you here with Hallie. She is the one setting up the Ad so it is best to talk to her about the issue.

Thanks!

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Monday, January 25, 2021 10:33 AM

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

Thank you Kelsey, hope the weekend went well,

For some reason our tools still aren't picking this one up, although I can see the campaign. Do you happen to have 15 minutes within the time frames below to do a quick screenshare and align ahead of launch this week?

Tuesday: 10a – 12p & 3p – 5p  
Wednesday: 10a, 12:30p – 3p, 4p-5p ET

Thank you,

**-Airton**

Concierge support available [here](#)

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Thursday, January 21, 2021 at 4:23 PM  
**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

Hi Airton,

Here is a screenshot of the Ad -

(b)(4)

Please let me know if you need anything else.

Thanks,  
Kelsey

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Wednesday, January 20, 2021 4:47 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC)  
(b)(6)  
**Subject:** Re: Brandlift

Thank you so much Kelsey,

Feel free to set a tentative launch date of Tuesday 1/26 @12p, but we're working to try to get going even earlier if you're aligned, given the urgency of the messaging.

We're having trouble locating this campaign ID on our end however, is this still within ad account (b)(4) or are you working from a different ad account on this one? If you are able to share a screenshot of the campaign in ads manager and the corresponding url link to the screen you're viewing the campaign from that could be helpful as well.

Thank you,  
**-Airton**  
*Concierge support available [here](#)*

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Wednesday, January 20, 2021 at 2:53 PM  
**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

Hi Airton,  
The campaign ID is (b)(4) Please let me know when we should schedule the ads to start/stop.

Thanks,  
Kelsey

---

**From:** Schwarz, Kelsey (CDC/OD/OADC)  
**Sent:** Wednesday, January 20, 2021 9:37 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

Hi Airton,

We are setting up the ads today and will send you the corresponding campaign IDs. We will not launch until you give us the green light.

Thanks,  
Kelsey

---

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

**Sent:** Wednesday, January 20, 2021 8:07 AM

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

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

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

(b)(6)

**Subject:** Re: Brandlift

Good morning Kelsey,

Hope the holiday weekend went well, confirming that we are good to go on our own end.

Our team is going to begin setting up the study. Would you all be able to begin structuring the campaign *without launching* and provide the corresponding campaign IDs so we can append measurement?

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

**-Airton**

Concierge support available [here](#)

---

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

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

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

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

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

**Subject:** RE: Brandlift

That sounds great, thanks.

---

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

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

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

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

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



(b)(6)

**Subject:** Re: Brandlift

Thanks Kelsey,

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

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

(b)(4)

Thank you,

**-Airton**

*Concierge support available [here](#)*

---

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

**Date:** Wednesday, January 13, 2021 at 9:56 AM

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

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

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

**Subject:** RE: Brandlift

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

(b)(4)

Thanks,  
Kelsey

---

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

**Sent:** Tuesday, January 12, 2021 4:33 PM

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

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

(b)(6)

**Subject:** Re: Brandlift

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

As Julia noted, we're sending these through some layers of review on our end as well. If this still aligns with the intent of the question and doesn't further complicate things for you, we're recommending a

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

**Current version**

(b)(5)

**-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,  
Attached are our approved messages, creative assets, and polling questions. I believe the next step is that your team will now launch the test before we launch any of these messages, correct? If so, when should we plan on posting these ads?

Thanks,  
Kelsey

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) ☐ (b)(6)  
**Sent:** Monday, January 11, 2021 4:43 PM  
**To:** Airton Tatoug Kamdem ☐ (b)(6) Schwarz, Kelsey (CDC/OD/OADC)  
☐ (b)(6) Michael Sullivan ☐ (b)(6) Julia Eisman ☐ (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) ☐ (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
☐ (b)(6)  
**Subject:** RE: RE: Brandlift

Julia can probably appreciate this as she worked in HHS once. It took me some time to get it cleared, including a 8 hour training class I had to complete. I just let Kelsey know its cleared so I know she will be in touch shortly. Also, for your reference, now that I have gone through this process once, clearance on our end will go much faster the next time!

---

**From:** Airton Tatoug Kamdem ☐ (b)(6)  
**Sent:** Monday, January 11, 2021 4:37 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

Hi Kelsey,

Hope the new year is off to a good start despite everything going on in DC.

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, (b)(5)

(b)(5)

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,

(b)(5)



(b)(5)

**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

(b)(5)

(b)(5)

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,

(b)(5)

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 (b)(5)

(b)(5)

-Mike

(b)(5)

---

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

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

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

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

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

(b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

Thanks for the note, the format you previously shared (below) actually works well so making sure to

(b)(5)

Thank you,  
-Airton

---

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

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

Thanks,  
Kelsey

---

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

(b)(4) would just be the total reach, we only poll a couple hundred people.

-A

---

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

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

Quick question - For (b)(4) would that be (b)(4) people that see the add or (b)(4) people that see the polling questions (with (b)(4) seeing the ad)?

Thanks,  
Kelsey

---

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

Hi Kelsey,

Ultimately, it would depend on a number of factors around the campaign including creative, placements, optimizations etc but (b)(4) is typically the minimum bound we see for tests like this one. At (b)(4) you can reliably reach at least (b)(4) people over 2/3 weeks, which is sufficient for this test, and with (b)(4) you should be able to reach over (b)(4) people over this same time period. Please let us know if this makes sense.

Best,  
-Airton

---

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

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

---

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



(b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

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

Best,  
Airton

---

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

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

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

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

(b)(6)

**Subject:** RE: RE: Brandlift

Hi Airton,

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

Thanks,  
Kelsey

---

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

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

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

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

(b)(6)

**Subject:** RE: RE: Brandlift

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

---

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

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

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

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

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

**Subject:** Re: RE: Brandlift

Thanks Kelsey,

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

(b)(4)

Obtained by America First Legal Foundation through litigation.

-A

---

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

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

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

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

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

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

**Subject:** RE: RE: Brandlift

Thanks!

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

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

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

Best,  
Kelsey

---

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

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

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

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

**Subject:** Re: RE: Brandlift

Really good point Kelsey, (b)(5)

(b)(5)

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

--

Could we build out a knowledge question more like this –

(b)(5)

Best,  
-Airton

---

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

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

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

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

"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Could we build out a knowledge question more like this –

(b)(5)

(b)(5) ". If you have any suggestions or advice based on how other organizations framed these knowledge statements, please let me know.

---

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

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

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

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

**Subject:** RE: RE: Brandlift

(b)(5)

(b)(5)

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

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

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

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

**Subject:** Re: RE: Brandlift

Hi Kelsey,

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

-A

---

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

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

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

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



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

**Subject:** RE: RE: Brandlift

Quick question – Can we only have 5 answers for the knowledge section including (b)(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) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

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

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

--

**Knowledge Polling Format:**

(b)(5)

Thank you,

-Airton

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

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

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

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

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

**Subject:** RE: RE: Brandlift

Hi Airton,

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

(b)(5)

Thanks,  
Kelsey

---

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

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

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

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

(b)(6)

**Subject:** Re: RE: Brandlift

Thank you Kelsey,

(b)(5)

Thank you,  
-Airton

---

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

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

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

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

**Subject:** RE: RE: Brandlift

Hi Airton,

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

Thanks,  
Kelsey

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Tuesday, December 8, 2020 10:51 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** Re: RE: Brandlift

Thank you Kelsey,

We will begin our review of these assets, in the meantime, I'm attaching our standard Brand Lift questions guide [here](#).

We'd love to support and work around your framework and learning agenda for these questions. Based on your internal discussions and learning goals, are there any questions, metrics, or areas of interests that could be framed with these guidelines in mind? Please let us know what initial thoughts the team might have toward this end and we'll provide any guidance where applicable.

Thank you,  
-Airton

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Tuesday, December 8, 2020 at 4:45 PM  
**To:** Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
Airton Tatoug Kamdem (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
"Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: RE: Brandlift

Hi Julia,

We have some cleared content we would like to use for the Brandlift. Attached you will find our messaging and graphics. Please let me know if your team needs anything else to start creating the polling questions. There may be a slight edit to one of the graphics, but the overall look of it will not change.

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Wednesday, December 2, 2020 11:04 AM



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

That's great to hear, thank you for the update! Very excited to be moving forward with this!

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Wednesday, December 2, 2020 at 10:36 AM  
**To:** Julia Eisman (b)(6) Airton Tatoug Kamdem (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: RE: Brandlift

Thanks, Julia. We have 3 messages with graphics making their way through clearance on our end. We hope to send them to you shortly so that we can start working with your team on survey questions.

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Wednesday, December 2, 2020 9:39 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Airton Tatoug Kamdem (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: RE: Brandlift

Hi all,  
Hope you had a great Thanksgiving! Just wanted to check-in and see if there's anything we can do to help support here. As you develop the messaging and creative that you'd like to measure, please send that along and we'd be happy to provide feedback.

Best,  
Julia

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Wednesday, November 18, 2020 at 5:02 PM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)

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

Thanks so much. This is very helpful. We have a few options working their way through our internal clearance now and will share them with you as soon as possible to get help deciding if we should bundle them together and help with broad, but not too broad polling questions that match them.

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

Thanks Kelsey,

Hope all is well, please find some answers below. Please let us know if this makes sense, we're happy to further discuss.

(b)(4)

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Tuesday, November 17, 2020 at 3:08 PM  
**To:** Julia Eisman (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
"Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)

**Cc:** Airton Tatoug Kamdem (b)(6) Michael Sullivan (b)(6)  
"Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: RE: Brandlift

Hi Julia,

To answer your question, (b)(4)

(b)(4)

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Thursday, November 12, 2020 12:21 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6) Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6) Michael Sullivan (b)(6)  
**Subject:** Re: RE: Brandlift

Hi all,

Following up from our conversation, I wanted to share the updated measurement guidance with the social approval question. Take a look and let us know any thoughts.

(b)(4)



(b)(5); (b)(4)

Anyhow, let us know your thoughts!

Julia

— —  
Julia Eisman  
North America Lead  
Government, Politics & Advocacy  
<image001.gif>

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**From:** Julia Eisman (b)(6)  
**Date:** Tuesday, November 10, 2020 at 3:53 PM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6) Michael Sullivan (b)(6)  
**Subject:** Re: RE: Brandlift

Hi team!

Adding my colleague Mike Sullivan to this email in advance of our call today who is our marketing science expert. I also wanted to share our Covid planning guide for review so you can see how many of our health partners are thinking about brand lift for covid/health specifically. Again, this was developed in collaboration with our health partnerships team in an effort to track with the KAP model.

Looking forward to chatting shortly,  
Julia

---

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Date:** Monday, November 9, 2020 at 8:04 AM  
**To:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6), Julia Eisman (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6)  
**Subject:** RE: RE: Brandlift

Either work for me – thanks!

---

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Sent:** Monday, November 9, 2020 7:05 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6)  
**Subject:** RE: Brandlift

I am available Tuesday 4-5pm or Thursday 1-2pm. Thanks!

---

**From:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Sent:** Friday, November 6, 2020 4:38 PM  
**To:** Julia Eisman (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6)  
**Subject:** RE: Brandlift

Hi Julia –

The following times work for me.

- Tuesday 10-11:30am
- Tuesday 4-5pm
- Thurs: 1-2pm (but I have a hard stop at 2pm)

Hallie & Carol are you available at any of those times?

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Friday, November 6, 2020 3:03 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6) Airton Tatoug Kamdem (b)(6)  
**Subject:** Re: Brandlift

Hi Kelsey,

Here are a few times that work for us:

- Tuesday 10-11:30, 3-3:30, 4-5pm
- Wednesday: 9-10:30am
- Thurs: 10-11:30, 1-2pm

Let me know if any of the times work on your side!

Thanks,  
Julia

--  
Julia Eisman  
North America Lead  
Government, Politics & Advocacy  
<image002.gif>

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Thursday, November 5, 2020 at 11:41 AM  
**To:** Julia Eisman (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Airton Tatoug Kamdem (b)(6)  
**Subject:** RE: Brandlift

Hi Julia,

(b)(6)

Can you provide a few meeting options for next week?

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Thursday, November 5, 2020 10:56 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6) Airton Tatoug Kamdem (b)(6)  
**Subject:** Re: Brandlift

Carol and team,  
My apologies for not following up sooner, it's been a crazy week!

We talked about scheduling a follow-up call to talk specifics with our measurement lead, and here are a few times that work on our side:

- Friday (tomorrow) 2:30-3:30
- Monday 11:30-2pm

Let me know if you need more options!

Best,  
Julia

---

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Date:** Thursday, October 29, 2020 at 8:07 AM  
**To:** Julia Eisman (b)(6)  
**Cc:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: Brandlift

Friday at 1 is best for us. I'll attend along with Kelsey and Hallie copied here.

Thanks!

---

**From:** Julia Eisman (b)(6)  
**Sent:** Wednesday, October 28, 2020 2:14 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Brandlift

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

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

Thanks!  
Julia

---

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Date:** Wednesday, October 28, 2020 at 1:40 PM  
**To:** Julia Eisman (b)(6)  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
**Subject:** Brandlift

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

Thanks!

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

(b)(6)

Cell (b)(6)

(b)(5)

Obtained by America First Legal Foundation through litigation.



**From:** Airton Tatoug Kamdem  
**Sent:** Wed, 27 Jan 2021 16:00:25 +0000  
**To:** Schwarz, Kelsey (CDC/OD/OADC); Julia Eisman; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Michael Sullivan; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Brandlift

Good morning team,

Hope all is well, just a heads up that we're all set for the 12p campaign launch today on our end. Please let us know if you have any other thoughts or questions on this end.

**-Airton**

Concierge support available [here](#)

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**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Monday, January 25, 2021 at 10:38 AM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
"Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6) Michael Sullivan (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: Brandlift

Hi Airton – Connecting you here with Hallie. She is the one setting up the Ad so it is best to talk to her about the issue.

Thanks!

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Monday, January 25, 2021 10:33 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6) Michael Sullivan (b)(6) Crawford, Carol Y. (CDC/OD/OADC)  
(b)(6)  
**Subject:** Re: Brandlift

Thank you Kelsey, hope the weekend went well,

For some reason our tools still aren't picking this one up, although I can see the campaign. Do you happen to have 15 minutes within the time frames below to do a quick screenshare and align ahead of launch this week?

Tuesday: 10a – 12p & 3p – 5p

Wednesday: 10a, 12:30p – 3p, 4p-5p ET

Thank you,

**-Airton**

Concierge support available [here](#)

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

**Date:** Thursday, January 21, 2021 at 4:23 PM

**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

Hi Airton,

Here is a screenshot of the Ad -



Please let me know if you need anything else.

Thanks,

Kelsey

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

**Sent:** Wednesday, January 20, 2021 4:47 PM

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

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

(b)(6)

**Subject:** Re: Brandlift

Thank you so much Kelsey,



Feel free to set a tentative launch date of Tuesday 1/26 @12p, but we're working to try to get going even earlier if you're aligned, given the urgency of the messaging.

We're having trouble locating this campaign ID on our end however, is this still within ad account (b)(4) or are you working from a different ad account on this one? If you are able to share a screenshot of the campaign in ads manager and the corresponding url link to the screen you're viewing the campaign from that could be helpful as well.

Thank you,

~~Airton~~

Concierge support available [here](#)

---

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

**Date:** Wednesday, January 20, 2021 at 2:53 PM

**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

Hi Airton,

The campaign ID is (b)(4) Please let me know when we should schedule the ads to start/stop.

Thanks,  
Kelsey

---

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

**Sent:** Wednesday, January 20, 2021 9:37 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

Hi Airton,

We are setting up the ads today and will send you the corresponding campaign IDs. We will not launch until you give us the green light.

Thanks,  
Kelsey

---

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

**Sent:** Wednesday, January 20, 2021 8:07 AM

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

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

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

**Subject:** Re: Brandlift

Good morning Kelsey,

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

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

**-Airton**

Concierge support available [here](#)

---

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

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

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

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

**Subject:** RE: Brandlift

That sounds great, thanks.

---

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

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

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

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

**Subject:** Re: Brandlift

Thanks Kelsey,

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

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

(b)(5)

Thank you,

**-Airton**

Concierge support available [here](#)

---

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

**Date:** Wednesday, January 13, 2021 at 9:56 AM

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

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

**Subject:** RE: Brandlift

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

(b)(5)

Thanks,  
Kelsey

---

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

**Sent:** Tuesday, January 12, 2021 4:33 PM

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

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

**Subject:** Re: Brandlift

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

As Julia noted, we're sending these through some layers of review on our end as well. (b)(5)

(b)(5)

(b)(5)

**-Airton**

Concierge support available [here](#)

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

Thanks so much, Julia.

---

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

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

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

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

Thanks,  
Julia

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

Hi Airton,



Attached are our approved messages, creative assets, and polling questions. I believe the next step is that your team will now launch the test before we launch any of these messages, correct? If so, when should we plan on posting these ads?

Thanks,  
Kelsey

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Sent:** Monday, January 11, 2021 4:43 PM  
**To:** Airton Tatoug Kamdem (b)(6) Schwarz, Kelsey (CDC/OD/OADC)  
(b)(6) Michael Sullivan (b)(6) Julia Eisman (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6)  
**Subject:** RE: RE: Brandlift

Julia can probably appreciate this as she worked in HHS once. It took me some time to get it cleared, including a 8 hour training class I had to complete. I just let Kelsey know its cleared so I know she will be in touch shortly. Also, for your reference, now that I have gone through this process once, clearance on our end will go much faster the next time!

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Monday, January 11, 2021 4:37 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

Hi Kelsey,

Hope the new year is off to a good start despite everything going on in DC.  
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, (b)(5)

(b)(5)

Thank you,

-Airton

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

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

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

Julia Eisman (b)(6)

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

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

**Subject:** RE: RE: Brandlift

Hi Airton,

(b)(5)

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

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

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

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

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

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

**Subject:** RE: RE: Brandlift

Sorry about the confusion on my end, Kelsey.

(b)(5)

(b)(5)

I hope this helps.

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

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

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

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

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

**Subject:** RE: RE: Brandlift

Hi Mike,

(b)(5)

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. (b)(5)

(b)(5)

-Mike

(b)(5)

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

Hi Kelsey,

Thanks for the note, the format you previously shared (below) actually works well so making sure to

(b)(5)

Thank you,

-Airton

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

**Date:** Wednesday, December 16, 2020 at 8:28 PM

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

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

**Subject:** RE: RE: Brandlift

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

Thanks,

Kelsey

---

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

**Sent:** Tuesday, December 15, 2020 12:38 PM

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

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

**Subject:** Re: RE: Brandlift

(b)(6) would just be the total reach, we only poll a couple hundred people.

-A

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

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

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

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

**Subject:** RE: RE: Brandlift

Quick question - For (b)(4) would that be (b)(4) people that see the add or (b)(4) people that see the polling questions (with (b)(4) seeing the ad)?

Thanks,

Kelsey

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

Hi Kelsey,

Ultimately, it would depend on a number of factors around the campaign including creative, placements, optimizations etc but (b)(4) is typically the minimum bound we see for tests like this one. At (b)(4) you can reliably reach at least (b)(4) people over 2/3 weeks, which is sufficient for this test, and with (b)(4) you should be able to reach over (b)(4) people over this same time period. Please let us know if this makes sense.

Best,  
-Airton

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

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

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

Hi Kelsey,

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



Best,  
Airton

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**From:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Sent:** Monday, December 14, 2020 9:42 AM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** RE: RE: Brandlift

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

Thanks,  
Kelsey

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**From:** Schwarz, Kelsey (CDC/OD/OADC)  
**Sent:** Friday, December 11, 2020 12:05 PM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** RE: RE: Brandlift

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

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Friday, December 11, 2020 10:59 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Subject:** Re: RE: Brandlift

Thanks Kelsey,

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

(b)(4)
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(b)(4)

-A

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

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

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

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

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

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

**Subject:** RE: RE: Brandlift

Thanks!

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

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

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

Best,  
Kelsey

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

Really good point Kelsey, (b)(4)

(b)(4)

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

--

Could we build out a knowledge question more like this –

(b)(5)

Best,  
-Airton

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**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 –

(b)(5)

(b)(4) If you have any suggestions or advice based on how other organizations framed these knowledge statements, please let me know.

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

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

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

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

**Subject:** RE: RE: Brandlift

(b)(5)

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

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

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

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

**Subject:** Re: RE: Brandlift

Hi Kelsey,

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

-A

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

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

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

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

**Subject:** RE: RE: Brandlift

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

---

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

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

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

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



(b)(6)

**Subject:** Re: RE: Brandlift

Hi Kelsey,

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

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

**Knowledge Polling Format:**

(b)(5)

Thank you,

-Airton

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

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

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

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

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

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

**Subject:** RE: RE: Brandlift

Hi Airton,

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

(b)(5)

(b)(5)

Thanks,  
Kelsey

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

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

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

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

**Subject:** Re: RE: Brandlift

Thank you Kelsey,

(b)(5)

(b)(5)

Thank you,

-Airton

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

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

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

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

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

**Subject:** RE: RE: Brandlift

Hi Airton,

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

Thanks,

Kelsey

---

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

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

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

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

(b)(6)

**Subject:** Re: RE: Brandlift

Thank you Kelsey,

We will begin our review of these assets, in the meantime, I'm attaching our standard Brand Lift questions guide [here](#).

We'd love to support and work around your framework and learning agenda for these questions. Based on your internal discussions and learning goals, are there any questions, metrics, or areas of interests that could be framed with these guidelines in mind? Please let us know what initial thoughts the team might have toward this end and we'll provide any guidance where applicable.

Thank you,

-Airton

---

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

**Date:** Tuesday, December 8, 2020 at 4:45 PM

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

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

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

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

**Subject:** RE: RE: Brandlift

Hi Julia,

We have some cleared content we would like to use for the Brandlift. Attached you will find our messaging and graphics. Please let me know if your team needs anything else to start creating the polling questions. There may be a slight edit to one of the graphics, but the overall look of it will not change.

Thanks,

Kelsey

---

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

**Sent:** Wednesday, December 2, 2020 11:04 AM

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

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

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

**Subject:** Re: RE: Brandlift

That's great to hear, thank you for the update! Very excited to be moving forward with this!

---

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

**Date:** Wednesday, December 2, 2020 at 10:36 AM



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

Thanks, Julia. We have 3 messages with graphics making their way through clearance on our end. We hope to send them to you shortly so that we can start working with your team on survey questions.

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Wednesday, December 2, 2020 9:39 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Airton Tatoug Kamdem  
(b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie  
(CDC/DDID/NCIRD/OD) (CTR) (b)(6)  
**Cc:** Michael Sullivan (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: RE: Brandlift

Hi all,  
Hope you had a great Thanksgiving! Just wanted to check-in and see if there's anything we can do to help support here. As you develop the messaging and creative that you'd like to measure, please send that along and we'd be happy to provide feedback.

Best,  
Julia

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Wednesday, November 18, 2020 at 5:02 PM  
**To:** Airton Tatoug Kamdem (b)(6) Julia Eisman (b)(6)  
"Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie  
(CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Cc:** Michael Sullivan (b)(6) "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
**Subject:** RE: RE: Brandlift

Thanks so much. This is very helpful. We have a few options working their way through our internal clearance now and will share them with you as soon as possible to get help deciding if we should bundle them together and help with broad, but not too broad polling questions that match them.

---

**From:** Airton Tatoug Kamdem (b)(6)  
**Sent:** Wednesday, November 18, 2020 11:11 AM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Julia Eisman (b)(6) Crawford,  
Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6)

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

**Subject:** Re: RE: Brandlift

Thanks Kelsey,

Hope all is well, please find some answers below. Please let us know if this makes sense, we're happy to further discuss.

(b)(4)

---

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

**Date:** Tuesday, November 17, 2020 at 3:08 PM

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

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

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

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

**Subject:** RE: RE: Brandlift

Hi Julia,

To answer your question, (b)(4)

(b)(4)



(b)(4)

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Thursday, November 12, 2020 12:21 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6) Schwarz, Kelsey (CDC/OD/OADC) (b)(6)  
**Cc:** Airton Tatoug Kamdem (b)(6) Michael Sullivan (b)(6)  
**Subject:** Re: RE: Brandlift

Hi all,  
Following up from our conversation, I wanted to share the updated measurement guidance with the social approval question. Take a look and let us know any thoughts.

(b)(4)

Anyhow, let us know your thoughts!  
Julia

—  
Julia Eisman  
North America Lead  
Government, Politics & Advocacy  
<image001.gif>

---

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

**Date:** Tuesday, November 10, 2020 at 3:53 PM

**To:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)

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

**Subject:** Re: RE: Brandlift

Hi team!

Adding my colleague Mike Sullivan to this email in advance of our call today who is our marketing science expert. I also wanted to share our Covid planning guide for review so you can see how many of our health partners are thinking about brand lift for covid/health specifically. Again, this was developed in collaboration with our health partnerships team in an effort to track with the KAP model.

Looking forward to chatting shortly,  
Julia

---

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

**Date:** Monday, November 9, 2020 at 8:04 AM

**To:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6) Julia Eisman (b)(6)

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

**Subject:** RE: RE: Brandlift

Either work for me – thanks!

---

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

**Sent:** Monday, November 9, 2020 7:05 AM

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

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

**Subject:** RE: Brandlift

I am available Tuesday 4-5pm or Thursday 1-2pm. Thanks!

---

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

**Sent:** Friday, November 6, 2020 4:38 PM

**To:** Julia Eisman (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6)

**Cc:** Airton Tatoug Kamdem (b)(6)  
**Subject:** RE: Brandlift

Hi Julia –

The following times work for me.

- Tuesday 10-11:30am
- Tuesday 4-5pm
- Thurs: 1-2pm (but I have a hard stop at 2pm)

Hallie & Carol are you available at any of those times?

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Friday, November 6, 2020 3:03 PM  
**To:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) (b)(6) Airton Tatoug Kamdem (b)(6)  
**Subject:** Re: Brandlift

Hi Kelsey,

Here are a few times that work for us:

- Tuesday 10-11:30, 3-3:30, 4-5pm
- Wednesday: 9-10:30am
- Thurs: 10-11:30, 1-2pm

Let me know if any of the times work on your side!

Thanks,  
Julia

—  
Julia Eisman  
North America Lead  
Government, Politics & Advocacy  
<image002.gif>

---

**From:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6)  
**Date:** Thursday, November 5, 2020 at 11:41 AM  
**To:** Julia Eisman (b)(6) "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)

**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6) Airton Tatoug Kamdem  
(b)(6)

**Subject:** RE: Brandlift

Hi Julia,

(b)(6) Can you provide a few meeting options for next week?

Thanks,  
Kelsey

---

**From:** Julia Eisman (b)(6)  
**Sent:** Thursday, November 5, 2020 10:56 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Schwarz, Kelsey (CDC/OD/OADC) (b)(6) Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6) Airton Tatoug Kamdem (b)(6)  
**Subject:** Re: Brandlift

Carol and team,  
My apologies for not following up sooner, it's been a crazy week!

We talked about scheduling a follow-up call to talk specifics with our measurement lead, and here are a few times that work on our side:

- Friday (tomorrow) 2:30-3:30
- Monday 11:30-2pm

Let me know if you need more options!

Best,  
Julia

---

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6)  
**Date:** Thursday, October 29, 2020 at 8:07 AM  
**To:** Julia Eisman (b)(6)  
**Cc:** "Schwarz, Kelsey (CDC/OD/OADC)" (b)(6) "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" (b)(6)  
**Subject:** RE: Brandlift

Friday at 1 is best for us. I'll attend along with Kelsey and Hallie copied here.

Thanks!

---

**From:** Julia Eisman (b)(6)  
**Sent:** Wednesday, October 28, 2020 2:14 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)

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

**Subject:** Re: Brandlift

Carol,

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

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

Thanks!

Julia

---

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

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

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

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

**Subject:** Brandlift

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

Thanks!

Carol Y. Crawford

Chief, Digital Media Branch

Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

404-498-2480

(b)(6)

Cell: (b)(6)

(b)(5)



**From:** Payton Itheme  
**Sent:** Thu, 18 Mar 2021 19:16:14 +0000  
**To:** Payton Itheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Katherine Morris; Esther Kim; Sid Palani; Tamer Farag; (b)(6) Airton Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Stephanie Bousheri; Liz Lagone; Kate Thornton; Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Abad, Neetu S. (CDC/DDPHSIS/CGH/GID); Singleton, James (CDC/DDID/NCIRD/ISD); Jorgensen, Cynthia (CDC/DDID/NCIRD/OD); Sam Huxley; Jennifer Shopkorn (CENSUS/ADCOM FED); Ben Supple  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**Attachments:** css\_vaccine\_update\_2021\_03\_18 (1).pdf

Hello everyone,

Attached is the vaccine research stemming from the COVID-19 Symptom Surveys. (presented today)

Best,

Payton and team

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

## Ways to join

🌐 Computer or Mobile:

(b)(6)

🖥 Facebook Conference Room:

Use the touch panel to enter the join code (b)(6) and pin

(b)(6)



 ☐ Telephone:

Dial in on  # or find [an alternative number](#) then  
enter ID  followed by participant passcode

Enabled by **Rooms**

Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

**From:** Payton Iheme  
**Sent:** Thu, 11 Feb 2021 19:58:14 +0000  
**To:** Payton Iheme; Genelle Adrien; Kate Thornton; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Priya Gangolly; Airtou Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Athas Nikolakakos; Stephanie Bousheri; Liz Lagone; Kevin Hatcher; Ian Scott; Chelsey LePage  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

Hello all,

We need to pull down this particular meeting as presenter is not able to join.

I want to be sure to give you the time back. Apologies for the late notice. We will shift it to next week.

Have a great weekend!

Best,

Payton

---

**From:** (b)(6)  
**When:** 3:00 PM - 3:30 PM February 11, 2021  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

- New attendees Intro
- CDC needs/questions
- FB Product updates/feedback request (COVID-HUB)
- COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

---

## Ways to join

🌐 Computer or Mobile:

(b)(6)

Facebook Conference Room:

Use the touch panel to enter the join code (b)(6) and pin

(b)(6)

Telephone:

Dial in on + (b)(6) or find [an alternative number](#) then  
enter ID (b)(6) followed by participant passcode (b)(6)

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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 15 Apr 2021 19:01:49 +0000  
**To:** Payton Iheme; Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Lauren Balog Wright; Kang-Xing Jin; Kelly Perron; Raena Saddler  
**Cc:** Airton Tatoug Kamdem; Julia Eisman; Liz Lagone; Kate Thornton; Carrie Adams; Phoenix Weir, Ursula (CDC/DDNID/NCBDDD/OD)  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

If you're having issues, try this link: [Click here to join the meeting](#)

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

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, January 27, 2021 6:44 PM  
**To:** Payton Iheme; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Chelsey Lepage; Genelle Adrien; Lauren Balog Wright; Kang-Xing Jin; Kelly Perron; Raena Saddler  
**Cc:** Airton Tatoug Kamdem; Julia Eisman; Liz Lagone; Kate Thornton; Carrie Adams; Phoenix Weir, Ursula (CDC/DDNID/NCBDDD/OD)  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)  
**When:** Thursday, April 15, 2021 3:00 PM-3:40 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:**

-New attendees Intro

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, others

---

## Microsoft Teams meeting (CDC VC)

**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)

Phone Conference ID: (b)(6)

[Find a local number](#) | [Reset PIN](#)

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

Hi Facebook team,

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

(b)(5)

Kindest regards and look forward to hearing your thoughts,  
Kate

Kate Brookmeyer, Ph.D.  
Behavioral Scientist

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

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

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

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

(b)(6) Kolis, Jessica (CDC/DDPHSIS/CGH/GID)

**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

**When:** Thursday, March 18, 2021 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:**

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

**From:** (b)(6) (b)(6)

**Sent:** Wednesday, March 10, 2021 9:55 AM

**To:** Payton Itheme; Priya Gangolly; Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen

(CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); (b)(6) (b)(6)

(b)(6)

**Cc:** Airtou Tatoug Kamdem; Nisha Deolalikar; Julia Eisman; Stephanie Bousheri; Liz Lagone;

(b)(6) Kolis, Jessica (CDC/DDPHSIS/CGH/GID)

**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed)

**When:** Thursday, March 18, 2021 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:**

-New attendees Intro

-CDC needs/questions

-FB Product updates/feedback request (COVID-HUB)

-COVID-19 Projects- CMU/FB Data Survey Update, Misinfo collab status, other

---

## Ways to join

🌐 Computer or Mobile:

(b)(6)

🖥 Facebook Conference Room:

Use the touch panel to enter the join code (b)(6) and pin

(b)(6)

☎ Telephone:

Dial in on  or find [an alternative number](#) then  
enter ID  followed by participant passcode

Enabled by **Rooms**

Obtained by America First Legal Foundation through litigation.

**From:** Stanley Onyimba  
**Sent:** Fri, 3 Sep 2021 13:15:36 -0700  
**To:** Jan Antonaros  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Jamal, Catherine (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: Carol's Schedule

Hi Carol,

I couldn't think of anyone more deserving of a vacation so I'm glad you're finally able to take some time off! Fred deserves one too but I'm thankful that he'll be around over the next few weeks to cover for you!

@Catherine- nice to meet you and I look forward to working with you.

Enjoy the holiday weekend and time off!  
Stanley

On Fri, Sep 3, 2021 at 12:39 PM Jan Antonaros (b)(6) wrote:  
Hey Carol, I hope you will be out for much deserved R&R and we look forward to seeing you when you return. Fred and Catherine, please reach out anytime if anything comes up we can be helpful with in the meantime.

Have a great labor day weekend,  
Jan

Jan Fowler Antonaros  
Google US Federal Government Affairs and Public Policy

(b)(6)

Android Mobile: (b)(6)

On Fri, Sep 3, 2021 at 8:02 AM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Jan/Stanley - I know this will just be a huge blow to Stanley but I'm out for the next 3 weeks and will return on September 30<sup>th</sup>. Fred will be able to respond to anything you need from CDC. Also, Catherine Jamal, copied here, is monitoring misinformation issues and could possibly be in touch with you on that topic, should the need arise.

Hope you both have a great long weekend!

Carol Crawford

Chief, Digital Media Branch

Division of Public Affairs, OADC

CDC

(b)(6)

[404-498-2840](tel:404-498-2840)

--

Stanley Onyimba | Global Product Partnerships |

(b)(6)

Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Wed, 1 Sep 2021 14:38:41 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Jamal, Catherine (CDC/OD/OADC)  
**Subject:** Re: Carol's schedule

Thanks so much for this update, Carol!

Jay and Catherine, if you need anything, please do let me know—(b)(6) has left the company, so I'll be your main point!

CA

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Wednesday, September 1, 2021 at 8:36 AM  
**To:** Carrie Adams (b)(6) Payton Iheme (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6), Jamal, Catherine (CDC/OD/OADC) (b)(6)  
**Subject:** Carol's schedule

Carrie/Payton - Just letting you two know that I'm going to be out of the office (b)(6) If you need anything from CDC, please reach out to Jay and Catherine. As you know, Jay is our lead for social and Catherine, copied here, will be handling any needs related to misinformation.

Thanks again, Carrie, for setting up the meeting yesterday...such an important topic!

Take care!



**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 (b)(4)

(b)(4)

\*\*\* 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 Iheme (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 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

Hi Carol,

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

(b)(4)

(b)(4)

Best,

Payton

Obtained by America First Legal Foundation through litigation.

**From:** Genelle Adrien  
**Sent:** Thu, 29 Apr 2021 15:30:57 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC); Payton Iheme  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Chelsey Lepage; Layton, Kathleen (CDC/OD/OADC)  
**Subject:** Re: CDC "Guides" and this week's meeting

Looks great! Thank you, Jay. Excited that CDC will be included.

Best,  
Genelle

---

**From:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  
**Date:** Thursday, April 29, 2021 at 11:28 AM  
**To:** Genelle Adrien (b)(6) Payton Iheme (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Chelsey Lepage  
(b)(6) Layton, Kathleen (CDC/OD/OADC) (b)(6)  
**Subject:** RE: CDC "Guides" and this week's meeting

Hi Genelle- Please see link below to our updated vaccine guide on Instagram. This is okay to run as part of your promotion next week. Thank you for including us!

<https://www.instagram.com/cdcgov/guide/covid-19-vaccines/18186825229053919/>

Jay H. Dempsey, M.Ed.  
Social Media Team Lead, Digital Media Branch, Division of Public Affairs  
Office of the Associate Director for Communication,  
U.S. Centers for Disease Control and Prevention

TELEWORKING

Mobile: (b)(6)



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---

**From:** Genelle Adrien (b)(6)  
**Sent:** Wednesday, April 28, 2021 5:13 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Crawford, Carol Y. (CDC/OD/OADC)  
(b)(6) Payton Iheme (b)(6)  
**Cc:** Chelsey Lepage (b)(6) Layton, Kathleen (CDC/OD/OADC) (b)(6)  
**Subject:** Re: CDC "Guides" and this week's meeting

That's great—thanks, Jay! Please let me know if you have any questions. The team is hoping to lock in the Guide for promotion by Friday EOD.

I am also sharing a couple of tips from our team in case they are useful if you plan to make updates.

Best,  
Genelle

--

(b)(4)

---

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

**Date:** Wednesday, April 28, 2021 at 4:57 PM

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

**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6) Layton, Kathleen (CDC/OD/OADC) (b)(6)

**Subject:** RE: CDC "Guides" and this week's meeting

Hi Payton- Thank you for offering to help promote! I'm just double-checking to ensure that everything there is up to date- we may need to make a few adjustments on our end, but I'm sure we can handle that if needed. I'll follow up as soon as I'm able to confirm with the vaccine team.

Jay

---

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

**Sent:** Wednesday, April 28, 2021 2:32 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 "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 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

Hi Carol,

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

(b)(4)

Obtained by America First Legal Foundation through litigation.

Best,

Payton



**From:** Payton Iheme  
**Sent:** Tue, 20 Apr 2021 17:14:03 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC meeting this week

Sounds good Carol,

That would be great to hear back from the equity team/Ram on their thoughts for the next few months.

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Tuesday, April 20, 2021 at 1:11 PM  
**To:** Payton Iheme (b)(6)  
**Subject:** RE: CDC meeting this week

That is fine.

I also heard from my health equity team and Ram (who you meet with earlier) that they plan to send some more concrete info back to me to get to you all soon.

Also, we'll be working with Julia on the 15 million in ad credits and the Code 3 work.

Thanks!

---

**From:** Payton Iheme (b)(6)  
**Sent:** Tuesday, April 20, 2021 1:06 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** CDC meeting this week

Hi Carol,

Hope all is well!

If it works for you, we are going to pull down this week's CDC meeting so we can do some more internal work on the (b)(4)

(b)(4)

We can send any due outs over email.

I will pull down the meeting later this afternoon if I don't hear from you by then.

Best,

Payton

**FACEBOOK**

**Payton Iheme**

U.S. Public Policy

Facebook

Obtained by America First Legal Foundation through litigation.

**From:** Payton Iheme  
**Sent:** Thu, 18 Mar 2021 16:42:36 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Chelsey Lepage  
**Subject:** Re: Census & Misinfo project

Thanks for the note on this Carol as well as the flag about the Anti-vax event. We will follow up on both separately.

For the meeting today, I wanted to flag that we will have the research team/CMU survey conversation loaded the first half hour given then may be most of the dialogue. Then we can touch on the other items...WA further questions etc.

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Wednesday, March 17, 2021 at 1:00 PM  
**To:** Payton Iheme (b)(6)  
**Cc:** Chelsey Lepage (b)(6)  
**Subject:** Census & Misinfo project

Payton – As we've discussed for many weeks now, Census is now officially on board to start the work with us on vaccine mis-info. We'd like to start up the regular meetings, like what Census had with Facebook previously, to discuss ongoing misinformation. What is the best method for setting something up? I did invite Sam and Jen from Census to listen to tomorrow's meeting as it will be good info, but I think this a separate, ongoing, more tactical meeting on misinfo.

Also, on a separate but similar issue, are you all seeing a lot about a major anti-vaccine event on March 20 using this hashtag? And if so, anything you think we should know?

#wewillALLbethere

Thanks!

**From:** Carrie Adams  
**Sent:** Fri, 15 Oct 2021 16:36:43 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Check In

Wonderful! Thank you so much!

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Friday, October 15, 2021 at 12:10 PM  
**To:** Carrie Adams (b)(6)  
**Subject:** RE: Check In

Yes, going to include Kristen Nordlund and checked her schedule before sending ties to you! 😊 I'll send appt since we need to use teams.

---

**From:** Carrie Adams (b)(6)  
**Sent:** Friday, October 15, 2021 11:14 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Check In

Tuesday 3pm ET works great. Could we add someone from your team who can speak to (b)(4)  
(b)(4)

Have a great weekend and talk soon.

CA

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Thursday, October 14, 2021 at 5:14 PM  
**To:** Carrie Adams (b)(6)  
**Subject:** RE: Check In

Sounds good.

How about:

Monday: 11 or 3  
Tuesday: 9:30, 3 or 4  
Wed is bad.

---

**From:** Carrie Adams (b)(6)  
**Sent:** Thursday, October 14, 2021 3:05 PM

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

**Subject:** Check In

Hi Carol!

Hope you're settling back into work well – would be great to reconnect early next week; we have a lot of questions about the recommendations for boosters and children.

What does next week look like for you?

CA

**Carrie E. Adams**

**facebook, inc.** | politics & government

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

Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Mon, 24 May 2021 13:14:34 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Iheme  
**Subject:** Re: Children & Teens vaccine info

I will track that down

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

On May 24, 2021, at 8:28 AM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Carrie – I believe Liz mentioned on the call she was going to update this list and send us another copy, you haven't seen that yet have you?

---

**From:** Carrie Adams (b)(6)  
**Sent:** Wednesday, May 12, 2021 8:39 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Payton Iheme (b)(6)  
**Subject:** Re: Children & Teens vaccine info

Thank you!

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

On May 12, 2021, at 8:38 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Just FYI, we have a great deal of new content posted. Also, some new info on myths your misinfo folks might be interested in.

- **New web page:** [COVID-19 Vaccines for Children and Teens](#) provides information about the benefits of COVID-19 vaccines for adolescents aged 12 and older, how to find a vaccination provider for adolescents, and what to expect during and after vaccination.



- **New fact sheet:** [COVID-19 Vaccines for Preteens and Teens](#) is a printable fact sheet for parents that explains the benefits of a COVID-19 vaccine for their children, safety information, and what to expect during and after vaccination. **New frequently asked questions:** Two [new FAQs](#) address questions about the safety and benefits of COVID-19 vaccination for adolescents aged 12 and older.
- **New myth-buster about menstrual cycles:** Your menstrual cycle *cannot* be affected by being near someone who received a COVID-19 vaccine. This [question and answer](#) explains why.
- **Myth-buster about infertility:** It is safe for people who would like to have a baby one day to get a COVID-19 vaccine. This [question and answer](#) explains why.
- **Key things to know:** The web pages [Key Things to Know about COVID-19 Vaccines](#) and [About COVID-19 Vaccines](#) have been updated to include the recommendation that adolescents aged 12 and older get vaccinated.

•

#### Information for Healthcare and Vaccine Providers

- **New pediatric toolkit:** The [Pediatric Healthcare Professionals COVID-19 Vaccination Toolkit](#) provides materials to help healthcare providers give parents clear and accurate information about COVID-19 vaccines. The toolkit includes answers to common questions, an explanation of how mRNA vaccines work, and printable materials to give to parents.
- **New FAQs about consent for minors:** [FAQs](#) have been posted on the Pfizer-BioNTech product page for providers with information about consent, prescreening questions, and other issues related to the vaccination of minors.
- **New sample patient letter:** Healthcare providers can customize and send this [sample letter](#) to encourage their patients to get a COVID-19 vaccine. It includes the new recommendation that everyone aged 12 and up get a COVID-19 vaccination.

#### Information for Community Groups and Health Departments

**Toolkit for community-based organizations:** The [Community-Based Organizations COVID-19 Vaccine Toolkit](#) has been updated to include information and resources on COVID-19 vaccination for adolescents aged 12 and older.

Carol Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
OADC

(b)(6)  
404-498-2840

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 23 Mar 2021 20:17:53 +0000  
**To:** Jan Antonaros  
**Cc:** Stanley Onyimba  
**Subject:** RE: COVID Misinfo project

I'm checking, I think it might work. I'll get back to you.

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Tuesday, March 23, 2021 2:48 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Stanley Onyimba (b)(6)  
**Subject:** Re: COVID Misinfo project

Hi Carol, would it be possible to meet tomorrow at 4pm EST?

I apologize for the switch in scheduling! One of my colleagues is unable to meet on Friday now and we also start to lose a few folks from our team due to spring break schedules starting next week.

Jan Fowler Antonaros  
Google Government Affairs and Public Policy  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
(b)(6)  
Android Mobile: (b)(6)

On Tue, Mar 23, 2021 at 2:14 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:  
Sounds good to check in first – would Friday around 3:30 EST work? (or 4-5).

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Tuesday, March 23, 2021 12:56 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Stanley Onyimba (b)(6)  
**Subject:** Re: COVID Misinfo project

Hi Carol, Thank you for your patience as we identified the right colleagues from Google to pull into this effort. Would it be possible to schedule a call for later this week to learn more about how the CDC and Census envision working together on this important topic?

Maybe on Friday? Please let us know when is best for you and we can pull in the right people from our team.

Thank you,

Jan

Jan Fowler Antonaros  
Google Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile (b)(6)

On Tue, Mar 23, 2021 at 12:51 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:  
Just checking back on this.

---

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

**Sent:** Thursday, March 18, 2021 3:14 PM

**To:** Stanley Onyimba (b)(6) Jan Antonaros (b)(6)

**Subject:** COVID Misinfo project

Stanley/Jan— As I believe we discussed previously, CDC is now working with Census to leverage some of their infrastructure to help identify and address COVID vaccine mis-info. As I understand it from the Census team.... when they were doing this for the Census project last year, they meet regularly with a Google/YouTube Trust team. Is it possible for us to start up regular meetings on this topic or maybe use our existing meeting time. Let me know if you want to discuss in more depth.

I'm still checking on the treatment issue.

Thanks!

Obtained by America First Legal through litigation.

**From:** Todd O'Boyle  
**Sent:** Tue, 11 May 2021 09:27:53 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: COVID Misinformation

Your account works fine. I'll proceed with processing your enrollment.

On Tue, May 11, 2021 at 8:50 AM Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)> wrote:

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.

If personal is OK, it is: @ (b)(6)

---

**From:** Todd O'Boyle <(b)(6)>  
**Sent:** Monday, May 10, 2021 8:51 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>  
**Cc:** Sam Huxley <(b)(6)>; Christopher Lewitzke <(b)(6)>; Jennifer Shopkorn (CENSUS/ADCOM FED <(b)(6)>); Sokler, Lynn (CDC/OD/OADC) <(b)(6)>  
**Subject:** Re: COVID Misinformation

Hi Carol -

I'd be glad to enroll you in our Partner Support Portal, which allows you a special, expedited reporting flow in the Twitter Help Center. It worked very well with Census colleagues last year.

You need a Twitter account (and to be logged into that account) to access the Partner Support Portal. What account (or accounts) would you like me to enroll?

Best,

TO



On Mon, May 10, 2021 at 5:05 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Todd – I don't think we have info on how to enroll but we'd be happy to get on if you can send some info.

Thanks.

---

**From:** Todd O'Boyle (b)(6)  
**Sent:** Monday, May 10, 2021 3:02 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Sam Huxley (b)(6); Christopher Lewitzke (b)(6); Jennifer Shopkorn (CENSUS/ADCOM FED (b)(6); Sokler, Lynn (CDC/OD/OADC) (b)(6)  
**Subject:** Re: COVID Misinformation

Hi Carol -

Thanks for sharing this - agree these are important trends to note; a quick scan shows that at least some of these have been previously reviewed and actioned. I will now ask the team to review the others.

Carol, remind me: did you have a chance to enroll in our Partner Support Portal? In the future, that's the best way to get a spreadsheet like this reviewed.

Best.

TO

On Mon, May 10, 2021 at 1:50 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Todd –

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!

(b)(4)



(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

Carol Crawford

Chief, Digital Media Branch

Division of Public Affairs

OADC

(b)(6)

(b)(6)

**From:** Jan Antonaros  
**Sent:** Wed, 24 Mar 2021 15:25:23 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Scott Deutchman; Kevin Kane; Clement Wolf  
**Subject:** Re: COVID Misinformation: CDC/Census/Google

Hi Carol, we'll be there! no worries. Talk to you soon

Jan Fowler Antonaros  
Google Government Affairs and Public Policy  
25 Mass Ave NW, 9th FL  
Washington, DC 20001

(b)(6)  
Android Mobile: (b)(6)

On Wed, Mar 24, 2021 at 3:20 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Ugh, I just saw this so adding them to the appt, but its in 40 minutes so if we need to reschedule, just let me know.

Sory.

---

**From:** Jan Antonaros (b)(6)  
**Sent:** Tuesday, March 23, 2021 6:07 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6); Scott Deutchman  
(b)(6) Kevin Kane (b)(6) Clement Wolf  
(b)(6)  
**Cc:** Zachary Henry Schwartz (CENSUS/ITSMO FED) (b)(6);  
Christopher Lewitzke (b)(6); Sam Huxle (b)(6);  
Jennifer Shopkorn (CENSUS/ADCOM FED) (b)(6); Sokler, Lynn  
(CDC/OD/OADC) (b)(6) Galatas, Kate (CDC/OD/OADC) (b)(6)  
Stanley Onyimba (b)(6)  
**Subject:** Re: COVID Misinformation: CDC/Census/Google

Could you please include my colleagues below on the invite?

[+Scott Deutchman](#)

[+Clement Wolf](#)

[+Kevin Kane](#)

Thank you!

Jan Fowler Antonaros

Google Government Affairs and Public Policy

(b)(6)

(b)(6)

Android Mobile: (b)(6)

On Tue, Mar 23, 2021 at 4:50 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

CDC/Census to meet with Google regarding our misinformation efforts.

Jan – let me know if this doesn't end up working for the rest of your team.

---

## Microsoft Teams meeting

**Join on your computer or mobile app**

[Click here to join the meeting](#)

**Or call in (audio only)**

(b)(6) United States, Atlanta

United States (Toll-free)

Phone Conference ID:

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

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Obtained by America First Legal Foundation through litigation.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 30 Jun 2021 11:50:15 +0000  
**To:** Todd O'Boyle  
**Subject:** RE: COVID Misinformation

Hi Todd – I've been trying to enter info but I realize I've been unclear on where to enter them. I went to /forms and there is a drop down on things to submit but none of them seem relevant to misinformation. Am I in the right place?

☰ Q Cor

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Twitter myths

r Rules

Contact Us > Partner Support

## Report any issue to get priority service

What type of problem are you having with your Twitter account? (required)

**From:** Todd O'Boyle (b)(6)  
**Sent:** Thursday, May 27, 2021 2:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** (b)(6); Sokler, Lynn (CDC/OD/OADC) (b)(6)  
**Subject:** Re: COVID Misinformation

Hi all - Carol you should now be fully. When you visit the Twitter help center logged in with your account you should see additional reporting options.

On Mon, May 24, 2021 at 3:14 PM Todd O'Boyle (b)(6) wrote:  
Thanks for letting me know - I've just sent a note to our team requesting an update.

On Mon, May 24, 2021 at 3:06 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:  
I haven't seen anything come through so far.



---

**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? (b)(4)

(b)(4)

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.

If personal is OK, it is (b)(6)

---

**From:** Todd O'Boyle (b)(6)  
**Sent:** Monday, May 10, 2021 8:51 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Sam Huxley (b)(6); Christopher Lewitzke (b)(6); Jennifer Shopkorn (CENSUS/ADCOM FED (b)(6) Sokler, Lynn (CDC/OD/OADC) (b)(6)  
**Subject:** Re: COVID Misinformation

Hi Carol -

I'd be glad to enroll you in our Partner Support Portal, which allows you a special, expedited reporting flow in the Twitter Help Center. It worked very well with Census colleagues last year.

You need a Twitter account (and to be logged into that account) to access the Partner Support Portal. What account (or accounts) would you like me to enroll?

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TO

On Mon, May 10, 2021 at 5:05 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:  
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---

**From:** Todd O'Boyle (b)(6)  
**Sent:** Monday, May 10, 2021 3:02 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Sam Huxley (b)(6); Christopher Lewitzke (b)(6); Jennifer Shopkorn (CENSUS/ADCOM FED (b)(6) Sokler, Lynn (CDC/OD/OADC) (b)(6)  
**Subject:** Re: COVID Misinformation

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Carol, remind me: did you have a chance to enroll in our Partner Support Portal? In the future, that's the best way to get a spreadsheet like this reviewed.

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TO

On Mon, May 10, 2021 at 1:50 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:  
Todd –

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	<a href="https://twitter.com/EscanorThe2nd/status/1388177564284461063">https://twitter.com/EscanorThe2nd/status/1388177564284461063</a>
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!	<a href="https://twitter.com/leslibless/status/1388396652159979520">https://twitter.com/leslibless/status/1388396652159979520</a>
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	<a href="https://twitter.com/Elizabe32413720/status/1388823226508357633">https://twitter.com/Elizabe32413720/status/1388823226508357633</a>
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 ?	<a href="https://twitter.com/orangecone21/status/1389591915276931080">https://twitter.com/orangecone21/status/1389591915276931080</a>
COVID 'Vaccine Shedding', Evidence SARS-CoV-2 Spike Protein Can 'Alter Human Genes' & VAERS Truth	<a href="https://twitter.com/YoureAllDunces/status/1388289305311731712">https://twitter.com/YoureAllDunces/status/1388289305311731712</a>
Thank Bill Gates for wanting depopulation. That's exactly what this vaccine □ is doing, and will continue to do over the next few years.	<a href="https://twitter.com/PatriotGaGa1/status/1390011916563648512">https://twitter.com/PatriotGaGa1/status/1390011916563648512</a>
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!!!!	<a href="https://twitter.com/HoodHealer/status/1383878851286110222">https://twitter.com/HoodHealer/status/1383878851286110222</a>
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	<a href="https://twitter.com/naomirwolf/status/1383973370501337092">https://twitter.com/naomirwolf/status/1383973370501337092</a>



investigation. But lots of reports. COVID-19 Vaccine Side Effects	
[Links to: <a href="https://www.infowars.com/posts/vaccine-shedding-causing-miscarriages-and-blood-clots-in-unvaccinated-females/">https://www.infowars.com/posts/vaccine-shedding-causing-miscarriages-and-blood-clots-in-unvaccinated-females/</a> ]	<a href="https://twitter.com/StevePieczenik/status/1388152327790551043">https://twitter.com/StevePieczenik/status/1388152327790551043</a>
So the #CDC now says that those who are “Fully Vaxinated” can “Go outside & live freely” lol.. This is a joke□□.  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?	<a href="https://twitter.com/IslamRizza/status/1387476584072843267">https://twitter.com/IslamRizza/status/1387476584072843267</a>
Here is the official Pfizer trial 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  <a href="https://media.tghn.org/medialibrary/2020/11/C4591001_Clinical_Protocol_Nov2020_Pfizer_BioNTech.pdf">https://media.tghn.org/medialibrary/2020/11/C4591001_Clinical_Protocol_Nov2020_Pfizer_BioNTech.pdf</a>	<a href="https://twitter.com/KeithMCR/status/1387726575806918657">https://twitter.com/KeithMCR/status/1387726575806918657</a>
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.  <a href="https://themostrbeautifulworld.com/blog/skin-contact-covid">https://themostrbeautifulworld.com/blog/skin-contact-covid</a>	<a href="https://twitter.com/Henrik_Palmgren/status/1387893422309056517">https://twitter.com/Henrik_Palmgren/status/1387893422309056517</a>
Pfizer acknowledges the existence of “SHEDDING” in their #mRNA vaccines, and is setting up this new trial to study these dangers.  (Shedding is where unvaccinated people experience serious health issues just by being near to vaccinated people).  <a href="https://media.tghn.org/medialibrary/2020/11/C4591001_Clinical_Protocol_Nov2020_Pfizer_BioNTech.pdf#page67">https://media.tghn.org/medialibrary/2020/11/C4591001_Clinical_Protocol_Nov2020_Pfizer_BioNTech.pdf#page67</a>	<a href="https://twitter.com/FreeMediaInfo1/status/1387726239474069510">https://twitter.com/FreeMediaInfo1/status/1387726239474069510</a>

Carol Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
OADC

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

**CAUTION:** This message originated externally. Please use caution when clicking on links or opening attachments.

Obtained by America First Legal Foundation through litigation.

**From:** Payton Iheme  
**Sent:** Mon, 8 Feb 2021 22:44:02 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC)  
**Cc:** Julia Eisman; Genelle Adrien; Chelsey LePage; Airton Tatoug Kamdem  
**Subject:** Re: COVID-19 Outreach to communities worldwide

You bet.

Best,

Payton

---

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
**Date:** Monday, February 8, 2021 at 5:28 PM  
**To:** Payton Iheme (b)(6) Carol Crawford (b)(6) "Layton, Kathleen (CDC/OD/OADC)" (b)(6)  
**Cc:** Julia Eisman (b)(6) Genelle Adrien (b)(6) Chelsey LePage (b)(6) Airton Tatoug Kamdem (b)(6)  
**Subject:** RE: COVID-19 Outreach to communities worldwide

Great – Thanks for the update Payton!

Jay H. Dempsey, M.Ed.  
Social Media Team Lead, U.S. Centers for Disease Control and Prevention

*My mobile no. has changed:* (b)(6)



Follow us on [Twitter](#)



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---

**From:** Payton Iheme (b)(6)  
**Sent:** Monday, February 8, 2021 1:24 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Dempsey, Jay H. (CDC/OD/OADC) (b)(6) Layton, Kathleen (CDC/OD/OADC) (b)(6)  
**Cc:** Julia Eisman (b)(6) Genelle Adrien (b)(6) Chelsey LePage (b)(6) Airton Tatoug Kamdem (b)(6)  
**Subject:** COVID-19 Outreach to communities worldwide

Good afternoon Carol, Jay, and Kathleen,

We wanted to make sure you saw our announcements today about running the largest worldwide campaign to promote authoritative COVID-19 vaccine information and expanding our efforts to remove



false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines and vaccines in general during the pandemic. More details are in our Newsroom: [authoritative COVID-19 vaccine information](#) and [COVID-19 and vaccine misinformation](#).

### **Helping People Find Where and When They Can Get Vaccinated**

- Starting this week, we'll feature links in the COVID-19 Information Center to local ministry of health websites to help people understand whether they're eligible to get vaccinated and how to do so.
- And in the coming weeks, as more information becomes available, we'll continue to improve this feature, making it easier for people to see where and when they can get vaccinated in just a few taps.

### **Sharing Credible Information About COVID-19 Vaccines**

- We're working with health organizations and community leaders to run campaigns on our platform promoting accurate information about COVID-19 vaccines and encouraging people to get vaccinated.
- We're giving over \$120 million in ad credits to help health ministries, NGOs and UN agencies reach billions of people around the world with COVID-19 vaccine and preventive health information.
- In the US, we're partnering with the Johns Hopkins Bloomberg School of Public Health to reach Native American communities, Black communities and Latinx communities, among others, with science and evidence-based content that addresses the questions and concerns these communities have.
- We're also working with AARP to reach Americans over 50 with educational content about COVID-19 vaccines, including Spanish-language content designed to reach Latinx and Hispanic communities.

### **Combating Vaccine Misinformation**

- We are expanding our efforts to remove false claims on Facebook and Instagram about COVID-19, COVID-19 vaccines and vaccines in general during the pandemic. Since December, we've [removed false claims](#) about COVID-19 vaccines that have been debunked by public health experts.
- Today, following consultations with leading health organizations, including the [World Health Organization \(WHO\)](#), we are expanding the list of false claims we will remove to include additional debunked claims about the coronavirus and vaccines. We already [prohibit these claims](#) in ads.
- Groups, Pages and accounts on Facebook and Instagram that repeatedly share these debunked claims may be removed altogether. We are also requiring some admins for groups with admins or members who have violated our COVID-19 policies to temporarily approve all posts within their group.
- When people search for vaccine or COVID-19 related content on Facebook, we promote relevant, authoritative results and provide third-party resources to connect people to expert information about vaccines. On Instagram, in addition to surfacing authoritative results in Search, in the coming weeks we're making it harder to find accounts in search that discourage people from getting vaccinated.

- [As we noted last month](#) in response to guidance from the Oversight Board, we are committed to providing more transparency around these policies. You can read the detailed updates in Facebook's [Community Standards](#) and in our [Help Center](#).

### Providing Data to Inform Effective Vaccine Delivery

- Last year, we began collaborating with Carnegie Mellon University Delphi Research Group and the University of Maryland on COVID-19 surveys about symptoms people are experiencing, mask wearing behaviors and access to care. With over 50 million responses to date, the survey program is one of the largest ever conducted and has helped health researchers better monitor and forecast the spread of COVID-19.
- To help guide the effective delivery of COVID-19 vaccines, the survey data will provide a better understanding of [trends in vaccine intent](#) across sociodemographics, race, geography and more. The scale of the survey will also allow for faster updates on changes in trends, such as whether vaccine intent is going up or down in California in a given week and better insights on how vaccine intent varies at a local level. We'll share these new insights including [vaccine attitudes at a county level](#) in the US as well as [globally](#).

These new policies and programs will help us continue to take aggressive action against misinformation about COVID-19 and vaccines and help people find where and when they can get vaccinated. You can read more about how we're supporting COVID-19 relief efforts and keeping people informed at our [COVID-19 action page](#).

-On Behalf of the Facebook team

**FACEBOOK**

Payton Iheme

U.S. Public Policy

[Facebook](#)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 30 Mar 2021 11:12:58 +0000  
**To:** Kelly Perron  
**Cc:** Lauren Balog Wright; Payton Iheme; Chelsey Lepage  
**Subject:** RE: Crowd Tangle COVID-19 reports

Thank you!

---

**From:** Kelly Perron (b)(6)  
**Sent:** Monday, March 29, 2021 8:15 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 March 11-24 (attached).  
Here's the quick summary:

(b)(4)

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:



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:

(b)(4)

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 Iheme

(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:

(b)(4)

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:

(b)(4)

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 1<sup>st</sup>. 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 14<sup>th</sup>. 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:

(b)(4)

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 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:

(b)(4)

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 Iheme (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:

(b)(4)

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

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(b)(4)

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 1<sup>st</sup>. 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

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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 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,

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

(b)(4)

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:** Wed, 26 May 2021 11:01:51 +0000  
**To:** Kelly Perron  
**Cc:** Lauren Balog Wright; Payton Iheme; 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 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 5-18 (attached). Here's the quick summary:

(b)(4)

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

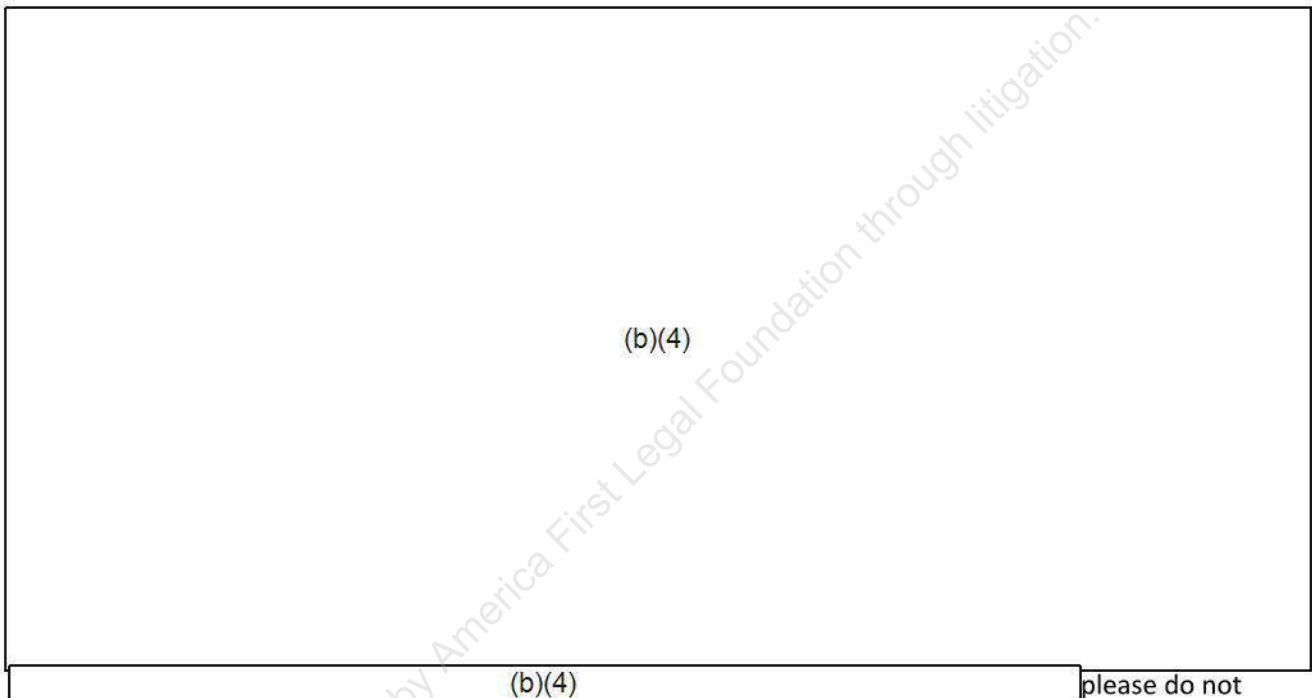
Thanks,  
Kelly

---

**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:



(b)(4) 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:



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 Iheme (b)(6)  
**Subject:** RE: Crowd Tangle COVID-19 reports



Thank you – very helpful!

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**From:** Kelly Perron (b)(6)  
**Sent:** Tuesday, February 16, 2021 9:00 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
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**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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**Subject:** Crowd Tangle COVID-19 reports

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(b)(4)

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Kelly

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**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 1<sup>st</sup>. Glad to hear they look like they will be useful!

Best,  
Lauren

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**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

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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.

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Payton

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**Cc:** Lauren Balog Wright (b)(6) Priya Gangolly (b)(6) Kelly Perron (b)(6)  
**Subject:** RE: Crowd Tangle COVID-19 reports for WHO

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Thank you,  
Payton, Lauren and team

**From:** Kelly Perron  
**Sent:** Tue, 11 May 2021 00:29:05 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Lauren Balog Wright; Payton Iheme; Chelsey Lepage  
**Subject:** Re: Crowd Tangle COVID-19 reports  
**Attachments:** CDC x COVID Content Insights April 21-May 4.pdf

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of April 21-May 4 (attached).  
Here's the quick summary:

(b)(4)

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**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,

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share externally).

please do not

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Thanks,  
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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)

**Subject:** Re: Crowd Tangle COVID-19 reports

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**Subject:** RE: Crowd Tangle COVID-19 reports

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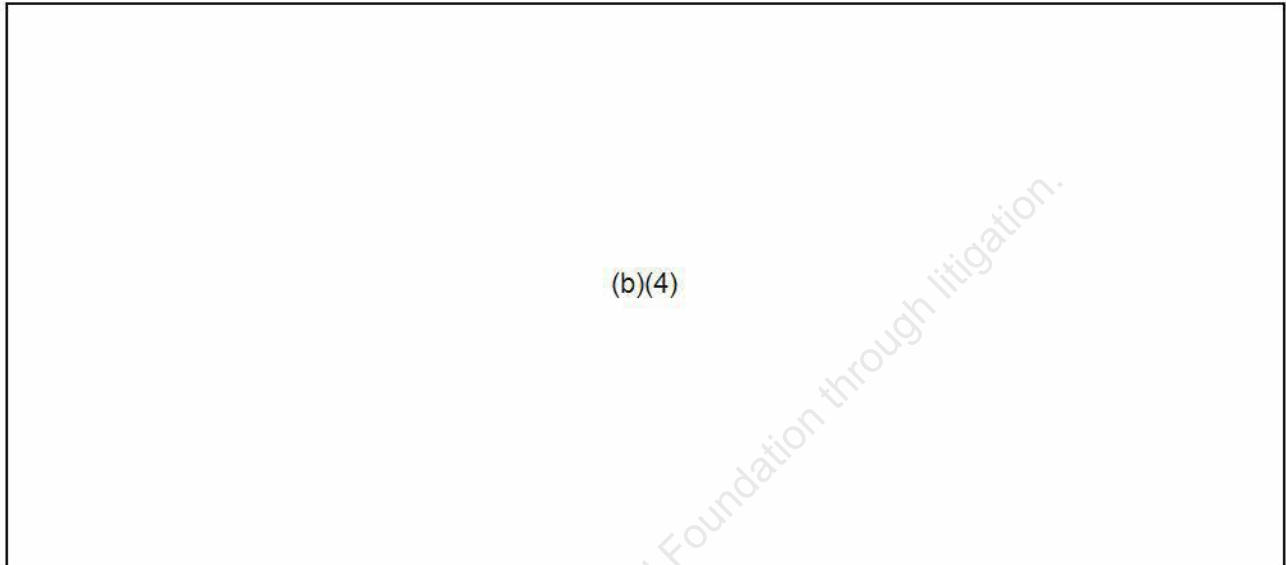
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(b)(6)

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

**Subject:** RE: Crowd Tangle COVID-19 reports

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**Subject:** Crowd Tangle COVID-19 reports

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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

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Payton

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Thank you,  
Payton, Lauren and team

(b)(4)

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**From:** Kelly Perron  
**Sent:** Tue, 13 Apr 2021 02:41:08 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Lauren Balog Wright; Payton Iheme; Chelsey Lepage  
**Subject:** Re: Crowd Tangle COVID-19 reports  
**Attachments:** CDC x COVID Content Insights March 25-April 7.pdf

Hi Carol,

Attaching the latest CrowdTangle content insights report for the period of March 25- April 7 (attached).  
Here's the quick summary:

(b)(4)

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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**From:** Kelly Perron  
**Sent:** Tue, 27 Apr 2021 01:05:16 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Lauren Balog Wright; Payton Iheme; Chelsey Lepage  
**Subject:** Re: Crowd Tangle COVID-19 reports  
**Attachments:** US COVID Content Insights April 8-21.pdf

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Attaching the latest CrowdTangle content insights report for the period of April 8-21 (attached). Here's the quick summary:

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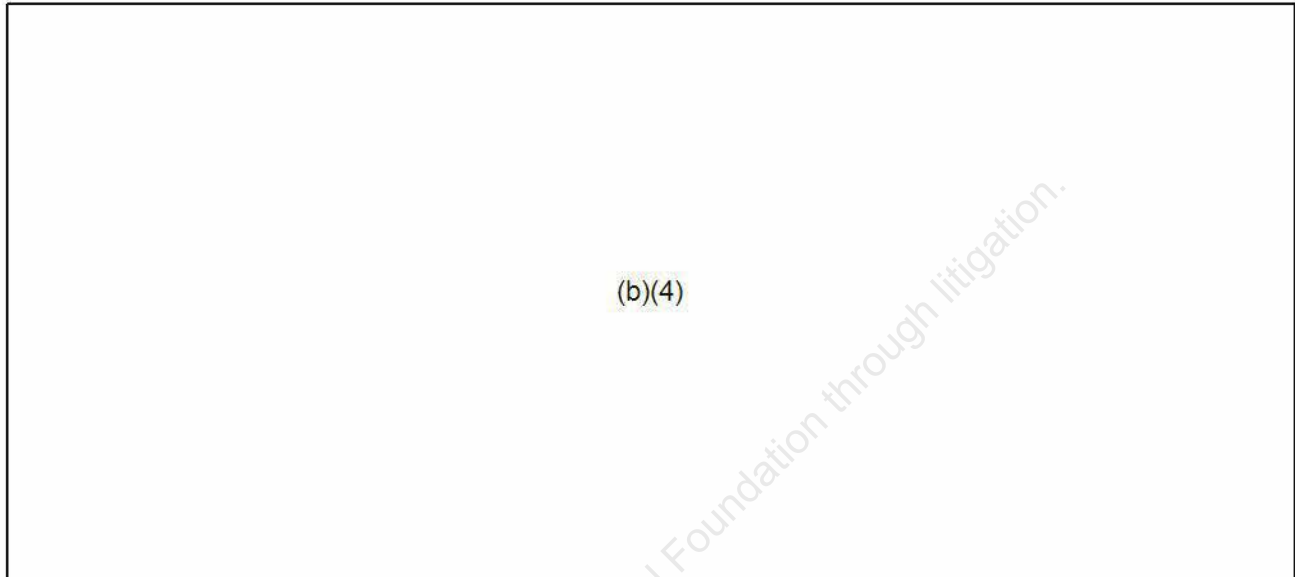
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**From:** Lauren Balog Wright (b)(6)

**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 1<sup>st</sup>. 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 14<sup>th</sup>. 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:

(b)(4)

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

(b)(4)

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Obtained by America First Legal Foundation through litigation.



(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

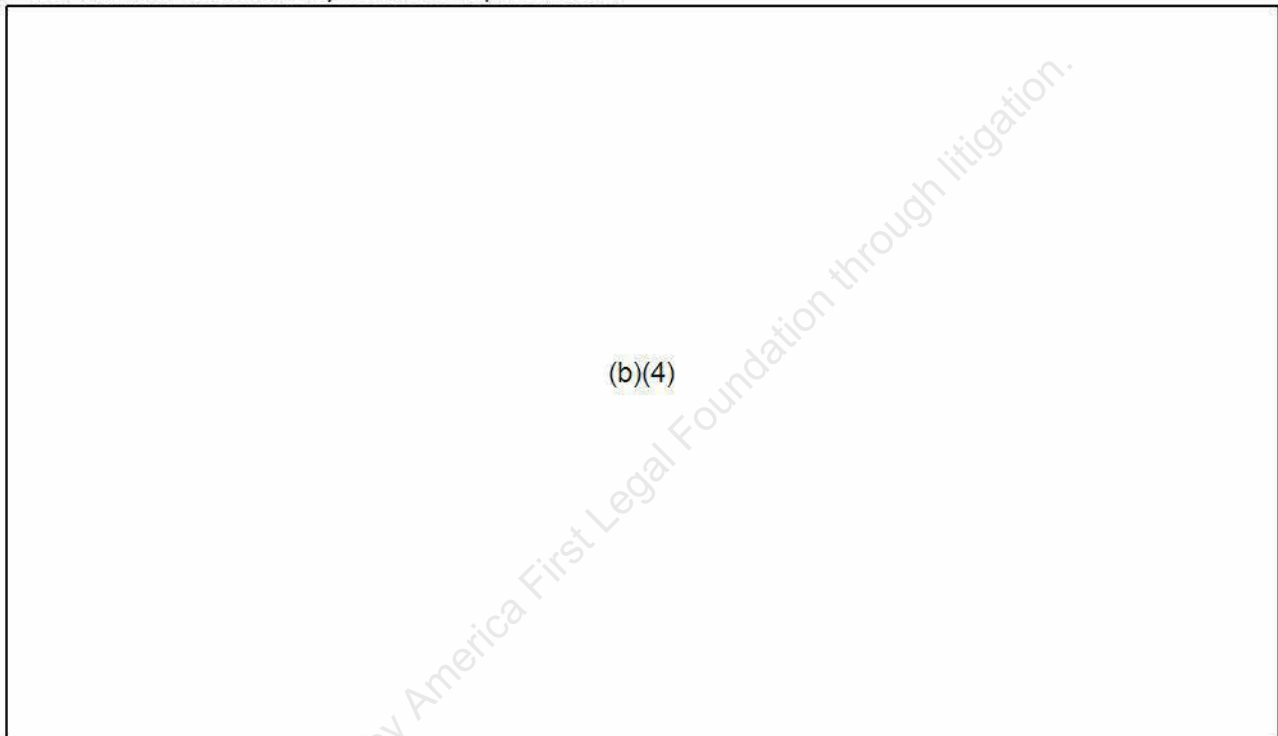
(b)(4)

Obtained by America First Legal Foundation through litigation.

**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:



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 ben 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:

(b)(4)

(b)(4)

Also, please be aware that these reports will be discontinued in Jan 2022. The next report on December 21<sup>st</sup> 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) (b)(6)  
**Sent:** Wednesday, November 24, 2021 7:07 AM  
**To:** Tyler Woods (b)(6)  
**Subject:** RE: Crowd Tangle COVID-19 reports

Thank you!

---

**From:** Tyler Woods (b)(6)  
**Sent:** Tuesday, November 23, 2021 1:46 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (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 Nov 3 – Nov 16. You will find the summary from this report below:

(b)(4)

(b)(4)

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:

(b)(4)



(b)(4)

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:

(b)(4)

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,

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**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:

(b)(4)

(b)(4)

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:

(b)(4)

(b)(4)

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:

(b)(4)

(b)(4)

(b)(4) As always, please do not share.

Thank you,

**Tyler Woods**

Strategic Partner Development, Policy | CrowdTangle

181 Fremont Street | San Francisco, CA

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---

**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:

(b)(4)

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

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---

**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:

(b)(4)

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

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---

**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:

(b)(4)



(b)(4)

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:

(b)(4)

(b)(4)

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:

(b)(4)

(b)(4)

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:

(b)(4)

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:

(b)(4)

(b)(4)

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:

(b)(4)

(b)(4)

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 Iheme (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:

(b)(4)



(b)(4)

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:

(b)(4)



(b)(4)

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 1<sup>st</sup>. 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 14<sup>th</sup>. 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:

(b)(4)

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.

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Obtained by America First Legal Foundation through litigation.

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Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

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)  
**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:

(b)(4)

(b)(4)

(b)(4)

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)  
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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.

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**Tyler Woods**

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181 Fremont Street | San Francisco, CA

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

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**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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**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

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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:

(b)(4)

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Thanks,  
Kelly

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**Cc:** Lauren Balog Wright (b)(6); Payton Iheme (b)(6); Chelsey Lepage (b)(6)  
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Hi Carol,

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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).

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

**Subject:** Re: Crowd Tangle COVID-19 reports

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Here's the quick summary:

(b)(4)

(b)(4)

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.

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**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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**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:

(b)(4)

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.

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**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

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**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:

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

Thanks,  
Kelly

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**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!

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Best,  
Lauren

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**Date:** Tuesday, January 26, 2021 at 11:34 AM  
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**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

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**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

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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.

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**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)  
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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:



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

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

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Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.



**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:

(b)(4)

(b)(4)

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:

(b)(4)

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)

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

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**To:** Tyler Woods (b)(6)  
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(b)(6) Kelly Perron (b)(6)  
**Subject:** RE: Crowd Tangle COVID-19 reports

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---

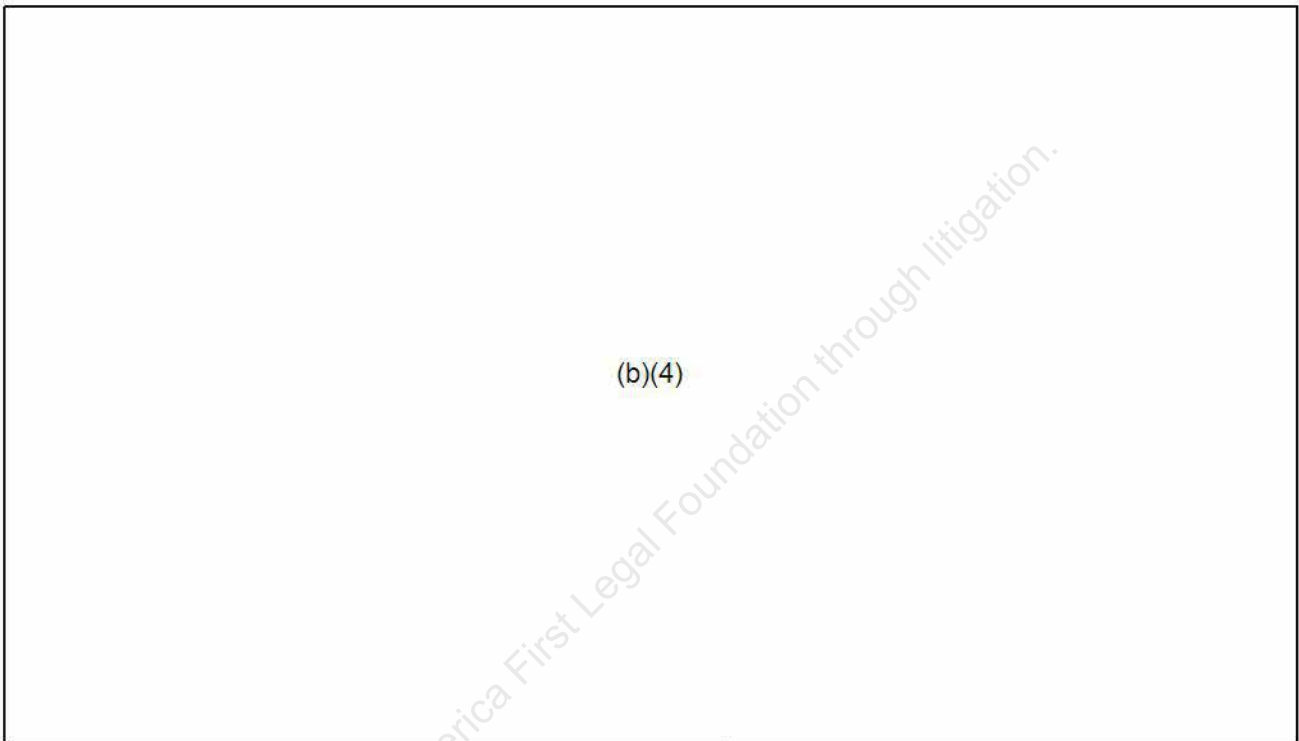
**From:** Tyler Woods (b)(6)  
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**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Lauren Balog Wright (b)(6) Payton Iheme (b)(6) Chelsey Lepage  
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[Facebook](#) | [CrowdTangle](#)

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**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

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**Sent:** Tuesday, June 8, 2021 8:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
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Kelly

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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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**Subject:** RE: Crowd Tangle COVID-19 reports

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Kelly

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**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

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Lauren

---

**From:** Payton Iheme (b)(6)

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

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

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Payton

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Payton, Lauren and team

Obtained by America First Legal Foundation through litigation.



**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  
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181 Fremont Street | San Francisco, CA

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

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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:

(b)(4)

(b)(4)

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:

(b)(4)

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:

(b)(4)

(b)(4)

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:

(b)(4)

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 Iheme (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:

(b)(4)

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:

(b)(4)

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 1<sup>st</sup>. 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 14<sup>th</sup>. 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:

(b)(4)

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: (b)(4)

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: (b)(4)

Hi Carol – Following up from our meeting yesterday. It looks like Monday, May 17<sup>th</sup> at 12:00pm will work for (b)(4). The overlaps with your standing Census meeting you mentioned. We will plan to invite the email addresses below (b)(4).

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: (b)(4)

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: (b)(4)

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 (b)(4) 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 out (b)(4) for CDC and Census colleagues. Could you kindly confirm if the below emails are correct for (b)(4) (b)(4) 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://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: (b)(4)

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: (b)(4)

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: (b)(4)

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 (b)(4) 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 (b)(4) for CDC and Census colleagues. Could you kindly confirm if the below emails are correct to (b)(4) (b)(4) 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://facebook.com/gpa)

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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 4 Feb 2021 16:25:19 +0000  
**To:** Payton Iheme  
**Subject:** RE: DHS/CISA or Census Bureau and COVID-19 misinform ?

Lets discuss it during the 3pm today – we are seeing same trends in Crowdtangle report and do have answers on our website and in our posts about it. Maybe I have not connected back as well as I intended.

Also, do we need the larger group at 3pm today? If so, great, but if not, perhaps you and I can just use the time to chat ourselves?

---

**From:** Payton Iheme <(b)(6)>  
**Sent:** Thursday, February 4, 2021 9:21 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>  
**Subject:** Re: DHS/CISA or Census Bureau and COVID-19 misinfo ?

Hi Carol,

A couple months back we thought perhaps (b)(4)

(b)(4)

Best,

Payton

---

**From:** Carol Crawford <(b)(6)>  
**Date:** Thursday, February 4, 2021 at 7:58 AM  
**To:** Payton Iheme <(b)(6)>  
**Subject:** RE: DHS/CISA or Census Bureau and COVID-19 misinfo ?

(b)(5) We still have people working on misinfo though – are there specific areas you want to raise to us today?

(b)(5) but I'll ask around.

---

**From:** Payton Iheme <(b)(6)>  
**Sent:** Thursday, February 4, 2021 7:28 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>  
**Subject:** DHS/CISA or Census Bureau and COVID-19 misinfo ?

Hi and good morning Carol,

I saw that DHS/CISA is planning /possibly working on COVID-19 misinfo concerns.

Are you aware of that aspect?

I also know that you said things are still be routed on trying to do something on this topic with the Census Bureau. There is quite a bit of focus on misinfo and it's growing among members of Congress etc. as now the focus is turning to vaccination misinfo.

(b)(4)

I wanted to send along another note on this topic before too much time goes by and see if discussions have developed more on your end with Census or CISA.

Best,

Payton

Get [Outlook for iOS](#)

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**From:** Todd O'Boyle  
**Sent:** Fri, 12 Nov 2021 10:44:29 -0500  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Discuss VAERS Misinformation with a CDC expert?

Perfect - Let's keep it to Twitter for now.

And the 18th is great. Can you kindly

invite (b)(6) (b)(6) (b)(6) in addition to me?

Thanks so much,

TO

On Fri, Nov 12, 2021 at 10:32 AM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Nov 18 is best – I can send an appt using Microsoft Teams if that is OK with you.

Would you prefer we keep this Twitter only?

---

**From:** Todd O'Boyle (b)(6)  
**Sent:** Wednesday, November 10, 2021 4:07 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Discuss VAERS Misinformation with a CDC expert?

Hi Carol -

How would these times work for you:

Nov 17 @ 3pm ET

Nov 18 @ 1pm ET

On Mon, Nov 8, 2021 at 9:49 AM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Great! We shall wait for the times.

---

**From:** Todd O'Boyle (b)(6)  
**Sent:** Monday, November 8, 2021 9:47 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Discuss VAERS Misinformation with a CDC expert?

Hi Carol -

Thank you for checking in - I've shared the invitation with our team, and they are interested in taking you up on this offer! Unfortunately the time you initially shared does not work, so I have asked them to suggest a few times that would be better.

Thanks again for thinking of us!

TO

On Mon, Nov 8, 2021 at 9:44 AM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Hi Todd – Just wanted to check back on this to see if you had thoughts?

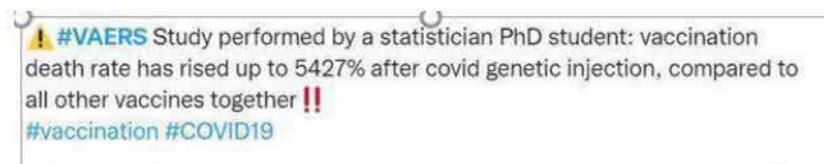
---

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Friday, November 5, 2021 9:31 AM  
**To:** Todd O'Boyle (b)(6)  
**Subject:** Discuss VAERS Misinformation with a CDC expert?

Todd – As you probably are aware, people citing CDC VAERS data incorrectly is a major source of misinformation about COVID. One of our experts on the VAERS system has already briefed another tech platform to answer some of their policy team questions. Would Twitter be interested in short 30 minute briefing & Q/A on the topic? If so, would this Wednesday at 4pm EST work? Also, how would you feel if other tech platforms were on the line? Unlike the previous BOLO meetings, we would like to open the line for exchange.

Thanks!

Example tweet:



Carol Crawford

Chief, Digital Media Branch

Division of Public Affairs, OADC

CDC

(b)(6)

404-498-2840

Obtained by America First Legal Foundation through litigation.

**From:** Utkarsh Yadav  
**Sent:** Tue, 29 Jun 2021 18:55:16 +0000  
**To:** Matt Schumacher; Aspinwall, Brooke (CDC/DDID/NCIRD/OD)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: (b)(4)

Hi Brooke,

We just checked in with our engineers and they just re allow-listed your email address, which may take a couple hours to update.

(b)(4)

Please let us know if you have any questions.

Best,  
Utkarsh

--

Utkarsh Yadav  
U.S. Politics & Government Outreach  
E: (b)(6)

FACEBOOK

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**From:** Matt Schumacher (b)(6)  
**Date:** Tuesday, June 29, 2021 at 1:06 PM  
**To:** Aspinwall, Brooke (CDC/DDID/NCIRD/OD) (b)(6), Utkarsh Yadav (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: (b)(4)

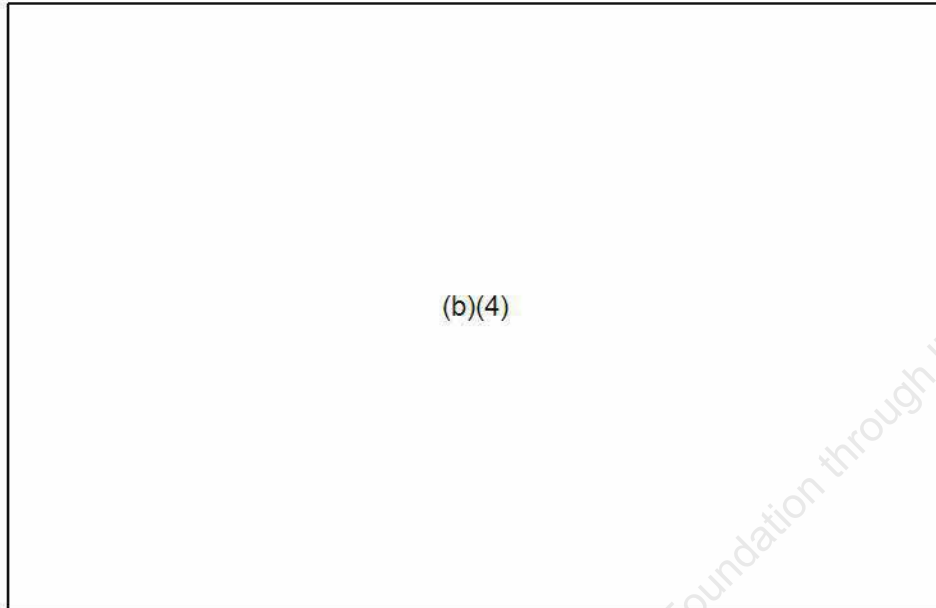
Hi Brooke—looping in my colleague (b)(6) here as well. We'll have our engineers look into why your domain still is not being accepted in the portal.

---

**From:** Aspinwall, Brooke (CDC/DDID/NCIRD/OD) (b)(6)  
**Date:** Tuesday, June 29, 2021 at 8:27 AM

**To:** Matt Schumacher (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** (b)(4)

Hi Matt, I am still getting this error when trying to access the information portal:



Carrie was looking into it last week but it looks like she's (b)(6) 've attached our correspondence, there was some sort of bug that needed fixing. Can you assist or update me on the status?

Thanks!

Brooke Aspinwall

Health Communication Specialist

JIC Social Media

COVID-19 Response

Centers for Disease Control and Prevention

Phone: 404-718-5914 (work); (b)(6) (cell)

(b)(6)



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 26 Jul 2021 17:14:50 +0000  
**To:** Liz Lagone  
**Cc:** Carrie Adams; Payton Iheme  
**Subject:** RE: (b)(4)

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 Iheme (b)(6)  
**Subject:** (b)(4)

Hi Carol, I hope you're well!

(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

**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 (b)(4)

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 (b)(4)

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) (b)(6) Payton Iheme (b)(6)  
**Subject:** Re (b)(4)

Thank you so much, Carol!

Liz and I have been talking about in (b)(4)

(b)(4)

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 (b)(4)

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

more context: [Selected Adverse Events Reported after COVID-19 Vaccination | CDC](#). But I wasn't able to obtain recommended database.

Let me know if this doesn't work!

### **Spike protein in COVID-19 vaccines is dangerous/cytotoxic**

Messenger RNA (mRNA) vaccine are one type of COVID-19 vaccine. Messenger mRNA vaccines work by teaching our cells to create a **harmless spike protein**. Spike proteins are ideal targets for vaccines. If you are exposed to the real COVID-19 virus after receiving a mRNA vaccination, your body will recognize it and fight it off by triggering an immune response inside your body. The cell breaks down and gets rid of the mRNA soon after it is finished using the instructions.

mRNA vaccines cannot give someone the virus because they do not use the live virus that causes COVID-19. The mRNA vaccine does not interact with your DNA in any way. The mRNA never enters the nucleus of the cell where the DNA is kept. mRNA vaccines have been held to the same [rigorous safety and effectiveness standards](#) as all other types of vaccines in the United States. Researchers have been studying and working with mRNA vaccines for decades. RNA vaccines have been studied before for flu, Zika, rabies, and cytomegalovirus (CMV).

Provide link to graphic. [How mRNA COVID-19 Vaccines Work \(cdc.gov\)](https://www.cdc.gov/media/releases/2020/s111620-covid-vaccine-work.html)

### **Guillain-Barre Syndrome (GBS) is a possible side effect of the COVID vaccine**

The Centers for Disease Control and Prevention (CDC) and the Food and Drug Administration (FDA) are monitoring reports of [Guillain-Barré Syndrome](#) (GBS) in people who have received the J&J/Janssen COVID-19 Vaccine.

GBS is a rare disorder where the body's immune system damages nerve cells, causing muscle weakness and sometimes paralysis. Most people fully recover from GBS, but some have permanent nerve damage.

After 12.8 million J&J/Janssen COVID-19 Vaccine doses administered, there have been around 100 preliminary reports of GBS identified in VAERS as of July 12. These cases have largely been reported about 2 weeks after vaccination and mostly in men, many 50 years and older. CDC will continue to monitor for and evaluate reports of GBS occurring after COVID-19 vaccination and will share more information as it becomes available.

Recent data indicates thousands of hospitalizations are estimated to be prevented as a result of J&J/Janssen COVID-19 vaccination. The benefits of using the J&J/Janssen COVID-19 vaccine under the Food and Drug Administration's (FDA) Emergency Use Authorization (EUA) clearly outweigh the risks of GBS.

### **Heart inflammation is a possible side effect of all COVID-19 vaccines (including non mRNA vaccines)**

- Myocarditis is inflammation of the heart muscle, and pericarditis is inflammation of the outer lining of the heart. In both cases, the body's immune system causes inflammation in response to an infection or some other trigger.
- More than 177 million people have received at least one dose of COVID-19 vaccine in the United States, and CDC continues to monitor the safety of COVID-19 vaccines for any health problems that happen after vaccination.
- Since April 2021, there have been more than a thousand reports to the Vaccine Adverse Event Reporting System (VAERS) of cases of inflammation of the heart—called myocarditis and pericarditis—happening after mRNA COVID-19 vaccination (i.e., Pfizer-BioNTech, Moderna) in the United States.
- These reports are rare, given the hundreds of millions of vaccine doses administered, and have been reported after mRNA COVID-19 vaccination, particularly in adolescents and young adults.
- CDC and its partners are actively monitoring these reports, by reviewing data and medical records, to learn more about what happened and to understand any relationship to COVID-19 vaccination.
- Most patients who received care responded well to treatment and rest and quickly felt better.
- Confirmed cases have occurred:
  - Mostly in male adolescents and young adults age 16 years or older
  - More often after getting the second dose than after the first dose of one of these two mRNA COVID-19 vaccines
  - Typically within several days after COVID-19 vaccination
  - Patients can usually return to their normal daily activities after their symptoms improve. They should speak with their doctor about return to exercise or sports.

Most patients who received care responded well to treatment and rest and quickly felt better. CDC continues to recommend COVID-19 vaccination for everyone 12 years of age and older, given the risk of COVID-19 illness and related, possibly severe complications. Getting vaccinated is the best way to protect yourself and your family from COVID-19. More information will be shared as it becomes available.

#### **Global source of truth/database for vaccine adverse effects including possibly vaccine-related deaths:**

VAERS is a passive reporting system, meaning it relies on people sending in reports of their experiences after vaccination. The information is not submitted in real time. Also, VAERS is not designed to determine if a vaccine caused or contributed to an adverse event, such as death. A report to VAERS does not mean the vaccine caused the event. Reports of deaths following COVID-19 vaccination that are reported to VAERS are extracted and posted for transparency. Under EUA, healthcare providers are required to report any of the following (it also has the disclaimer they have to report events regardless if the reporter thinks the vaccine caused it):

“Healthcare providers are required to report to VAERS the following adverse events after COVID-19 vaccination [under Emergency Use Authorization (EUA)], and other adverse events if later revised by FDA:

- Vaccine administration errors, whether or not associated with an adverse event (AE)
- Serious AEs regardless if the reporter thinks the vaccine caused the AE. Serious AEs per FDA are defined as:
  1. Death;



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.”

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**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 Iheme (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

**From:** Stanley Onyimba  
**Sent:** Mon, 12 Apr 2021 13:37:48 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Jan Antonaros  
**Subject:** Re: Follow up on mis-info conversation

Hi Carol,

Yes, a few questions on Ivermectin or Hydroxychloroquine for the treatment of COVID-19 as well as a follow up on the hospitalization data link you shared to clarify general COVID-19 risk for adults **without** underlying symptoms.

Thanks,  
Stanley

On Mon, Apr 12, 2021 at 1:21 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy (b)(6)> wrote:

Can you give me an idea of what topics we'll be covering? But yes, I'll ask them to attend.

**From:** Stanley Onyimba (b)(6)

**Sent:** Monday, April 12, 2021 4:05 PM

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

**Cc:** Jan Antonaros (b)(6)

**Subject:** Re: Follow up on mis-info conversation

Hi Carol,

Hope you had a great weekend. For tomorrow's call, would it be possible to include Cynthia or other COVID-19 treatment SMEs to follow up on some additional questions?

Thanks,  
Stanley

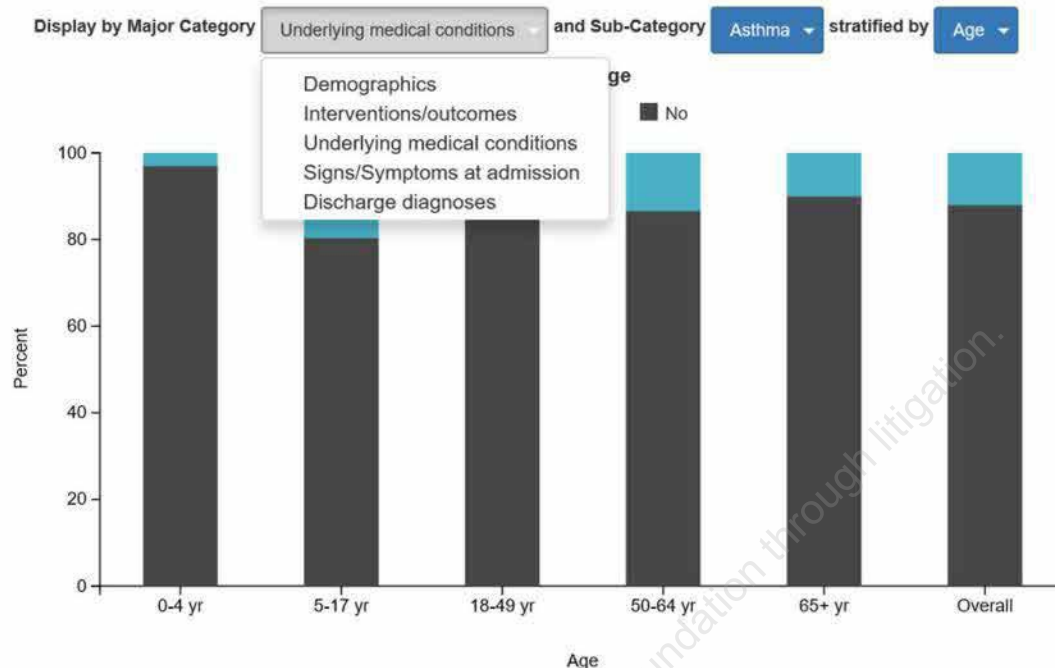
On Mon, Apr 5, 2021 at 6:25 AM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Sorry for delay, I wasn't able to solve this one over the weekend. We have this which is close to what you want.. Thank you for the document!

<https://covid.cdc.gov/covid-data-tracker/#covidnet-hospitalization-network>

## Characteristics of COVID-19-Associated Hospitalizations

Includes data from March 1, 2020 – February 28, 2021



**From:** Stanley Onyimba (b)(6)  
**Sent:** Friday, April 2, 2021 9:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Jan Antonaros (b)(6)  
**Subject:** Re: Follow up on mis-info conversation

Hi Carol,

Thanks again for your time this week. Attached are some of the claims we discussed for your reference. On a separate but related note, would you happen to know if the CDC has statistics on hospitalization or death for people in the 40-49 age category who do not have underlying health conditions/comorbidities? We've found a range of related statistics from the CDC but none that specifically break out age and no underlying conditions.

Have a great weekend!

Stanley



On Tue, Mar 30, 2021 at 6:05 AM Crawford, Carol Y. (CDC/OD/OADC) [REDACTED] wrote:

I've arranged for a few SMEs to join the call, including Cynthia. Census will not be on it but would like to discuss that at the end as you suggest. Thanks for the heads up of this agenda item.

---

**From:** Stanley Onyimba [REDACTED]  
**Sent:** Monday, March 29, 2021 1:39 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) [REDACTED]  
**Cc:** Jan Antonaros [REDACTED]  
**Subject:** Re: Follow up on mis-info conversation

Hi Carol,

We would like to follow up on our discussion with your colleague, Cynthia, on vaccine information a few months ago. Specifically, we plan to share a new list of common vaccine misinformation claims and would love it if Cynthia or other vaccine experts could join. We can also save a few minutes for you, me, and Jan to discuss potential next steps regarding the Census but will not need the broader team for the discussion.

Thanks,

Stanley

On Mon, Mar 29, 2021 at 9:52 AM Crawford, Carol Y. (CDC/OD/OADC) [REDACTED] wrote:

Are you all open to using our regular 4pm meetings to go over things with Census or what is preferred? I wasn't clear how interested you all were on this effort or who the players are on your end.

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Stanley Onyimba	Global Product Partnerships	(b)(6)
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Stanley Onyimba	Global Product Partnerships	(b)(6)
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Stanley Onyimba	Global Product Partnerships	(b)(6)
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Stanley Onyimba	Global Product Partnerships	(b)(6)
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Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Thu, 28 Oct 2021 23:56:44 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Follow up to Vaccine Misinformation Discussion

Thank you thank you!  
I know yall are totally under water right now. Appreciate it.

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Thursday, October 28, 2021 at 7:56 PM  
**To:** Carrie Adams (b)(6)  
**Subject:** Re: Follow up to Vaccine Misinformation Discussion

It's being worked on. I wish it had been faster.

---

**From:** Carrie Adams (b)(6)  
**Sent:** Thursday, October 28, 2021 7:31:53 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Follow up to Vaccine Misinformation Discussion

Thank you!

Apologies for the badgering — we want to get this right and are relying on your expertise.

Is there someone else who could speak to these perhaps?

CA

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

On Oct 28, 2021, at 7:18 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Thanks Carrie — I'm hoping Kristen chimes in.

---

**From:** Carrie Adams (b)(6)  
**Sent:** Thursday, October 28, 2021 7:12 PM  
**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  
**Importance:** High

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 – (b)(4)

(b)(4)

Thank you!



(b)(4)

---

**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 (b)(4)

(b)(4)

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 (b)(4)

(b)(4)

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

Many thanks again and all the best,

Liz

--

Liz Lagone | Health & Well-Being Policy

FACEBOOK

**From:** Nordlund, Kristen (CDC/DDID/NCIRD/OD)  
**Sent:** Mon, 1 Nov 2021 00:09:44 +0000  
**To:** Liz Lagone; Carrie Adams  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Gordon, Stephanie (CDC/OD/OADC)  
**Subject:** RE: Follow up to Vaccine Misinformation Discussion

Hi Liz,

No problem. The answer is **yes** – and I would say any new rumor/mis or disinformation likely contributes to overall vaccine hesitancy and refusal.

Unfortunately we don't yet have data for the school year that would be 2019-2020 (or 2020-2021) to see how sentiments around COVID-19 vaccine might affect general vaccine hesitancy.

Thanks,  
Kristen

---

**From:** Liz Lagone (b)(6)  
**Sent:** Sunday, October 31, 2021 6:00 PM  
**To:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6); Carrie Adams (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (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

Actually, Kristen and team, apologies but I do have one follow up question to clarify with you all. (b)(4)

(b)(4)



(b)(4)

Many thanks again!

Best (and Happy Halloween ☺ )  
Liz

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**From:** Liz Lagone (b)(6)  
**Date:** Friday, October 29, 2021 at 1:07 PM  
**To:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6), Carrie Adams (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (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

We did, thank you! Exciting stuff.

---

**From:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)  
**Date:** Friday, October 29, 2021 at 12:49 PM  
**To:** Liz Lagone (b)(6), Carrie Adams (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (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

Thanks Liz. You've probably already seen this but FDA just announced the authorization for children:

<https://www.fda.gov/news-events/press-announcements/fda-authorizes-pfizer-biontech-covid-19-vaccine-emergency-use-children-5-through-11-years-age>

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**From:** Liz Lagone (b)(6)  
**Sent:** Friday, October 29, 2021 2:22 PM  
**To:** Carrie Adams (b)(6), Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (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 so much, Kristen! No follow up questions from our end at this point—this was crystal clear and coupled with our conversation last week, profoundly helpful to our teams. (b)(4)

(b)(4)

Many thanks again, especially given how busy of a week you all are having!

Best,  
Liz

---

**From:** Carrie Adams (b)(6)  
**Date:** Friday, October 29, 2021 at 6:11 AM  
**To:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)  
**Cc:** Liz Lagone (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (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 so much Kristen! I know you must be completely under water right now and we so appreciate your expertise and work here — I'll let Liz review and come back with any questions she may have

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

On Oct 29, 2021, at 12:34 AM, Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6) wrote:

Hi all,

Apologies this is so late – it's completely on me. I hope the attached helps. Happy to go through anything that's in here as well.

Thanks,  
Kristen

---

**From:** Carrie Adams (b)(6)  
**Sent:** Thursday, October 28, 2021 7:12 PM  
**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  
**Importance:** High

Bumping this—thanks all!

---

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**Date:** Thursday, October 28, 2021 at 10:14 AM  
**To:** Liz Lagone (b)(6) Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
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**Subject:** Re: Follow up to Vaccine Misinformation Discussion

Hi All –

I know you're all completely slammed – (b)(4)

(b)(4)

Thank you!

---

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**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

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**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)  
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**Subject:** Re: Follow up to Vaccine Misinformation Discussion

Hi all, hope you had a nice weekend. I wanted to follow up about (b)(4)

(b)(4)

Many thanks!

Liz

---

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**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:

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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 [REDACTED] (b)(4)

[REDACTED] (b)(4)

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

Many thanks again and all the best,

Liz

--

**Liz Lagone** | Health & Well-Being Policy

Obtained by America First Legal Foundation through litigation.



**From:** Nordlund, Kristen (CDC/DDID/NCIRD/OD)  
**Sent:** Fri, 29 Oct 2021 04:30:51 +0000  
**To:** Carrie Adams; Liz Lagone; Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Gordon, Stephanie (CDC/OD/OADC)  
**Subject:** RE: Follow up to Vaccine Misinformation Discussion  
**Attachments:** (b)(4)

Hi all,

Apologies this is so late – it's completely on me. I hope the attached helps. Happy to go through anything that's in here as well.

Thanks,  
Kristen

---

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**Importance:** High

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(b)(6), Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)  
**Subject:** Re: Follow up to Vaccine Misinformation Discussion

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I know you're all completely slammed - (b)(4)

(b)(4)

Thank you!

(b)(4)

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

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**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



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**Subject:** Re: Follow up to Vaccine Misinformation Discussion

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Liz

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**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:

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**Cc:** Carrie Adams (b)(6)

**Subject:** Follow up to Vaccine Misinformation Discussion

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(b)(4)

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Many thanks again and all the best,

Liz

--

Liz Lagone | Health & Well-Being Policy

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Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

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(b)(4)

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(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

Obtained by America First Legal Foundation through litigation.



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 8 Apr 2021 14:05:11 +0000  
**To:** Payton Iheme; Chelsey Lepage  
**Cc:** Genelle Adrien  
**Subject:** RE: Follow-up from todays weekly sync

I didn't get a resend of the appt and the new info is not showing...

---

**From:** Payton Iheme (b)(6)  
**Sent:** Thursday, April 8, 2021 10:01 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Chelsey Lepage (b)(6)  
**Cc:** Genelle Adrien (b)(6)  
**Subject:** Re: Follow-up from todays weekly sync

Hi Carol,

I swapped out the VC platforms on the invite and resent. So folks should see the zoom in there vs the BlueJeans.

Do double check that is how it showed up for you as well?

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Thursday, April 8, 2021 at 9:03 AM  
**To:** Chelsey Lepage (b)(6)  
**Cc:** Genelle Adrien (b)(6) Payton Iheme (b)(6)  
**Subject:** RE: Follow-up from todays weekly sync

I already included Census and our research team who is currently using CrowdTangle. I reminded CDC staff to disconnect from network but if you'd like, we could use this Zoom setup – might be a good idea.

Join ZoomGov Meeting

(b)(6)

Meeting ID: (b)(6)  
Passcode: =

Agenda looked good.

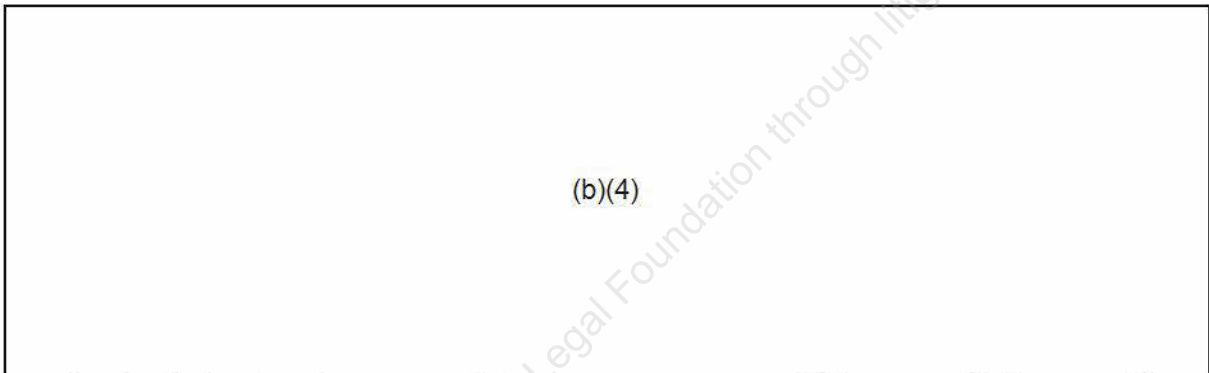
Thanks!

---

**From:** Chelsey Lepage (b)(6)  
**Sent:** Wednesday, April 7, 2021 4:47 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Genelle Adrien (b)(6) Payton Iheme (b)(6)  
**Subject:** Re: Follow-up from todays weekly sync

Hi Carol,

For tomorrow's call, we'd love to bring in the CrowdTangle team to highlight how they are evolving the use of their tools to help gather insights on emerging trends and conversations specifically around the COVID-19 vaccine. We think it would be useful to have the Census team join in based on last week's discussion, but definitely defer to you here. What we're proposing is:



I wanted to highlight that their team will be presenting so it would be great if folks were able to join via computer for this one. We'd be happy to use whichever VS option works best on your side for this.

Thanks,  
Chelsey

---

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, April 7, 2021 9:11 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Re: Follow-up from todays weekly sync

We were thinking a COVID-19 specific Crowd Tangle demo could be good if they do join. A version 2...more focused.

Chelsey can share more thoughts on what that could be and we can decide. I think it would be helpful for them/broader call.

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Wednesday, April 7, 2021 at 12:09 PM  
**To:** Payton Iheme (b)(6)  
**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Re: Follow-up from todays weekly sync

Do we need Census at our call tomorrow? I am thinking your doing that offline but have not seen anything so wanted to confirm.

---

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Friday, April 2, 2021 3:07 PM  
**To:** Payton Iheme (b)(6)  
**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6)  
**Subject:** RE: Follow-up from todays weekly sync

I'm sorry, its been a day.

Your list seems accurate. Yes, please copy me on work with Census.

Citing SVI should not be an issue, here is our official guidance on that: [Use of Agency Materials | Other | CDC](#)

At the present, I don't have specific other agenda items for next week. I'm thinking we should be relatively done with (b)(4) We could use the time for Crowdtangle options as I believe your suggesting in your list below.

Thank you!

---

**From:** Payton Iheme (b)(6)  
**Sent:** Friday, April 2, 2021 2:49 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Re: Follow-up from todays weekly sync

Carol,

Just bumping this up considering the late hour I sent it.

Best,

Payton

---

**From:** Payton Iheme (b)(6)  
**Date:** Thursday, April 1, 2021 at 8:20 PM  
**To:** Carol Crawford (b)(6)  
**Cc:** Genelle Adrien (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Follow-up from todays weekly sync

Good evening Carol,

Quick check in with you. I am relooking at the items from our meeting today and think we covered all of them. I would be curious to know what items you want to bring forward for next week.

(b)(4)

Best,

Payton

**FACEBOOK**

**Payton Iheme**

U.S. Public Policy

[Facebook](#)

Obtained by America First Legal Foundation through litigation.

**From:** Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Fri, 5 Mar 2021 18:39:00 +0000  
**To:** Lubar, Debra (CDC/DDID/NCEZID/OD); Richard DeFiore  
**Cc:** Brookmeyer, Kathryn A. (CDC/DDID/NCHHSTP/DSTDP); Kolis, Jessica (CDC/DDPHSIS/CGH/GID)  
**Subject:** RE: Google Vaccine Sentiment Follow Up  
**Attachments:** SoVC\_3.1.21\_fullreport.pdf

Also, apologies, I had an email open for days to respond, Richard, but here is the latest State of Vaccine Confidence report that includes our data sources so you can get a sense of how we have been trying to triangulate thus far and what we want to build on. Ideally, a Google solution would help us automate and sharpen parts of this report.

Please do let us know if you have any questions. I CCed the report's brilliant authors!

Sincerely,

**Elisabeth Wilhelm**  
*Vaccine Confidence Strategist*

| Deployed to CDC Vaccine Task Force as Team Co-Lead of Vaccine Confidence Team  
| Day Job: Demand for Immunization Team, Global Immunization Division

**M:** (b)(6)  
**E:** (b)(6)

| Contractor with Technals Consulting

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**From:** Lubar, Debra (CDC/DDID/NCEZID/OD) (b)(6)  
**Sent:** Friday, March 5, 2021 1:24 PM  
**To:** Richard DeFiore (b)(6); Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR)  
(b)(6)  
**Subject:** RE: Google Vaccine Sentiment Follow Up

Thank you, Richard! It would be great to see a sample. We will connect here and be back in touch.

---

**From:** Richard DeFiore (b)(6)  
**Sent:** Wednesday, March 3, 2021 1:25 PM  
**To:** Wilhelm, Elisabeth (CDC/DDID/NCIRD/OD) (CTR) (b)(6); Lubar, Debra (CDC/DDID/NCEZID/OD) (b)(6)  
**Subject:** Google Vaccine Sentiment Follow Up

Hi Elisabeth and Debra,  
I believe we're still waiting on various data sources you all were thinking of targeting.



In the meantime, attached is a high level description/capabilities document. We also have a sample of  
[REDACTED] (b)(4) [REDACTED] which I can include if you  
like. [REDACTED] (b)(4)

[REDACTED] (b)(4)

Please let me know how best to proceed.

Thanks.

Richard DeFiore | Google Cloud Federal Team | [REDACTED] (b)(6) [REDACTED] (b)(6)

Obtained by America First Legal Foundation through litigation



# COVID-19 State of Vaccine Confidence Insights Report

Report 2 | March 1, 2021 | Date Range: January 31, 2021 – February 13, 2021



## Summary

There continue to be widespread challenges and confusion with COVID-19 vaccine rollout in the U.S., which undermines vaccine confidence and threatens vaccine acceptance. Consumers are confused about how COVID-19 vaccines work and their relative effectiveness, while people with high-risk underlying and acute medical conditions are concerned about vaccine safety and their eligibility to receive a vaccine. Although vaccine supply has expanded to retail pharmacy settings, consumers continue to face structural barriers to access. The Centers for Disease Control and Prevention (CDC) should continue to coordinate with states and jurisdictions to increase transparency, respond to gaps in information, and confront misinformation with evidence-based messaging to increase vaccine confidence more broadly.



## Contents




- 3 Consumers are confused about how COVID-19 vaccines work and their benefits.
- 3 People with underlying medical conditions, acute medical conditions, or allergies are unsure if current vaccines are safe for them.
- 4 Barriers to vaccine access remain, despite national expansion to retail pharmacy administration sites.
- 5 Emerging Topics
  - 5 People are confused about their risk for COVID-19 before vaccine series completion.
  - 5 Recruitment of children for vaccine trials met with concern and fear.
  - 5 Scams are emerging across the U.S., targeting consumers trying to be vaccinated.
  - 5 Closed-network social media platforms gaining traction with anti-vaccine supporters.
- 6 Continuing Themes
- 7 Appendix

## Aims and Methods

By rapidly reviewing and analyzing numerous sources and inputs (see Appendix), the biweekly COVID-19 State of Vaccine Confidence Insights Report emphasizes major themes influencing COVID-19 vaccine hesitancy and uptake, categorized by their level and type of threat to vaccine confidence, degree of spread, and directionality. By examining how consumers think and feel, social processes, and the practical issues around vaccination, the Insights Report seeks to identify emerging issues of misinformation, disinformation, and places where intervention efforts can positively impact vaccine confidence across the U.S.

The information in this report is a snapshot and certain populations may be underrepresented. Images and quotes are illustrative examples and are not meant to be comprehensive of all content related to the highlighted themes.

### Theme Classification

How do you classify this theme/information?		
High risk	Moderate risk	Low risk
<ul style="list-style-type: none"> <li>May lead to vaccine refusals and decreased uptake</li> <li>Wide reach, pervasive</li> </ul>	<ul style="list-style-type: none"> <li>Potential to trigger hesitancy to vaccinate</li> <li>Moderate reach, modest dissemination</li> </ul>	<ul style="list-style-type: none"> <li>Concerning, but low risk to vaccine confidence</li> <li>Limited reach, limited dissemination</li> </ul>
How has this theme/idea changed over time (since last report or over the course of multiple reports)?		
 <p><b>increasing</b> Information spreading rapidly</p>	 <p><b>stable</b> Information remaining constant at prior level</p>	 <p><b>decreasing</b> Information is not gaining further traction and there has been no indication of additional activity</p>



## Major Themes



### Consumers are confused about how COVID-19 vaccines work and their benefits.

Consumers are confused about how COVID-19 vaccines work,<sup>1</sup> the impact of vaccination on asymptomatic spread,<sup>2</sup> how many doses they need if they previously had COVID-19 illness,<sup>3</sup> and whether they will need to get vaccinated each year.<sup>4</sup> Social media discussion and media coverage of vaccine effectiveness and efficacy are second only to conversations about accessing vaccination appointments, with 14% of the total conversations on COVID-19 vaccines online focused on vaccine effectiveness. Media coverage consistently includes statistics describing effectiveness of the available vaccines, with no information about how the public should interpret the statistics. Consumers need additional information to better manage their expectations for how COVID-19 vaccines work.<sup>5</sup>

Additionally, media coverage of new studies looking at VE of a single dose of mRNA vaccines is increasing.<sup>6,7</sup> As social media conversation about unpleasant common side effects after the second dose of mRNA vaccines also increases, this type of coverage may persuade consumers that they either do not need a second dose or that the benefits do not outweigh the risk of experiencing side effects.<sup>8</sup>

#### Short-term recommendations

- Clarify messaging about vaccine effectiveness and efficacy, including how it is determined, what it means, and how consumers should interpret the vaccine effectiveness statistics in media headlines.
- Partner with healthcare providers to better understand which questions patients have regarding vaccine effectiveness and expand tools to assist providers in ongoing patient education.

#### Long-term recommendation

- Conduct research to better understand why consumers did not complete COVID-19 vaccine series and describe the wide array of barriers to completing COVID-19 vaccination.



### People with underlying medical conditions, acute medical conditions, or allergies are unsure if current vaccines are safe for them.

Consumers are confused about whether people with underlying or high-risk medical conditions, such as cancer, or heart disease, or Down syndrome should or should not get a COVID-19 vaccine. Many believe that vaccination will cause illness and is unsafe, given their underlying condition. Compounding this misinformation, states and jurisdictions define "high-risk medical condition" differently, and generally lack clarity on where to find the lists of accepted underlying conditions for vaccination.<sup>9</sup> This could affect the ability of those with underlying conditions to access the vaccine. High rates of media requests to CDC seeking to understand the underlying conditions eligible for vaccine prioritization and increased web queries on vaccination for those with a variety of conditions, underscore the public's desire for credible information.

Consumers are also concerned that known allergies and factors such as acute illness, recent surgery, or taking antibiotics or other medications might prevent them from getting vaccinated, with 1,200 inquiries per week on the topic to CDC-INFO. Many with autoimmune disorders or suppressed immune systems, including HIV, are concerned that their bodies will not develop a significant immune response to the vaccine and that they will not be protected against COVID-19, or that the vaccine will make them increasingly ill.<sup>10</sup>

Caller has lupus, and wants to know how the vaccine will affect her immune system? She also has other high-risk medical conditions.

- CDC-info caller, 2/8





**Short-term recommendation**

- Address the information gap around underlying conditions, acute medical conditions, allergies, medications, and vaccine safety. Populate evidence-based, trusted websites with comprehensive and transparent information on what is known about health conditions and vaccine safety. Consider launching screeners or chat-bots to further fill these information gaps.

**Long-term recommendations**

- Collaborate with states to ensure “high-risk medical conditions” are defined clearly and consistently and that the conditions included in the high-risk category are listed and easy to locate on state websites and other state-level communication materials about vaccination eligibility.
- Partner with advocacy organizations and specialty healthcare organizations to reach out to people with disabilities and high-risk groups directly to ensure they are aware that they are eligible for vaccination and develop messaging to promote vaccination as appropriate.

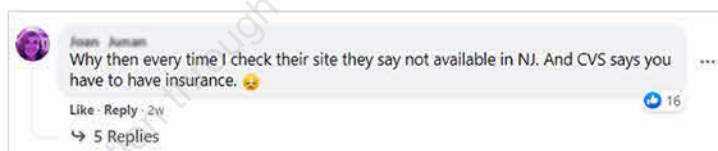


## Barriers to vaccine access remain, despite national expansion to retail pharmacy administration sites.

Although the Federal Retail Pharmacy Program sought to expand access to COVID-19 vaccines,<sup>11</sup> consumers report that scheduling or appointment systems are difficult to navigate; many consumers cannot secure appointments or find nearby vaccination locations.<sup>12</sup> Social media mentions and media

interest in the pharmacy program increased over the reporting period, with reporters seeking to understand how pharmacies were selected and how vaccine doses were allocated. Questions are consistently raised about why large-scale vaccination sites are closed due to vaccine supply problems, but pharmacies continue to receive vaccine doses. Some news outlets are reporting that vaccine supply initially earmarked for hospitals is now being rerouted to mass vaccination clinics and pharmacies to increase vaccination coverage, which has led to appointment cancellations.<sup>13</sup>

Additionally, consumers’ concerns about eligibility and vaccine allocation are increasing as the media highlights reports of a doctor losing his job after giving away excess doses prior to expiration<sup>14</sup> and vaccines being seized after doses were mistakenly administered to non-eligible teachers.<sup>15</sup> Pharmacies also report different plans for how to use excess doses before they expire, with some pharmacies allocating them to their staff and others developing wait lists of prioritized individuals.<sup>16</sup>

**Short-term recommendations**

- Develop clear, transparent messaging about how the Federal Retail Pharmacy Program operates; outline the process by which vaccines are allocated to pharmacies and other administration sites.
- Work with states and jurisdictions to develop systems to assist consumers with limited internet access with scheduling appointments and identifying the locations of vaccine administration sites.
- Collaborate with retail pharmacy partners and states/jurisdictions to develop clear communication plans for scheduling appointments through the Federal Retail Pharmacy Program

**Long-term recommendation**

- Use geospatial mapping to identify where to increase vaccine supply allocations to ensure equitable access to high-burden populations.

## Emerging Topics



### People are confused about their risk for COVID-19 before vaccine series completion.

- An uptick in media inquiries, web traffic, and social media listening platforms indicates uncertainty among consumers about what they should do if they are exposed to COVID-19 after the first dose of vaccine and whether they should proceed with getting their second vaccine dose.

#### Short-term recommendation

- Create clear communication materials regarding what to do if you are exposed to COVID-19 during the vaccination series



### Recruitment of children for vaccine trials met with concern and fear

Consumers are expressing deep concern about clinical trials for COVID-19 vaccines involving children. Social media posts have compared the trials in children to child abuse,<sup>17</sup> noted that vaccination should be unnecessary for this group as their transmission of the virus is low,<sup>18</sup> and expressed that even if a COVID-19 vaccine were approved, parents would not allow their children to be vaccinated.<sup>19</sup>

#### Short-term recommendation

- Coordinate with FDA, state and local health departments, and professional organizations to develop messaging about how clinical trials in children work and why they are necessary.

#### Long-term recommendation

- Conduct research to better understand parents' fears and hesitations, specifically related to COVID-19 vaccines for children.



### Scams are emerging across the U.S., targeting consumers trying to be vaccinated.

- Reports of fake vaccine being sold,<sup>20</sup> people receiving calls to schedule them for fake vaccination appointments,<sup>21</sup> and individuals targeting seniors on Craigslist and Facebook seeking to pose as "caregivers" for them in order to get vaccinated before they are eligible.<sup>22</sup>

#### Short-term recommendation

- Encourage states and jurisdictions to develop messaging informing consumers how to verify that their vaccination appointment is legitimate and what scheduling appointments should look like, including what information the consumer will need to show the vaccine provider to receive the vaccine.



### Closed-network social media platforms gaining traction with anti-vaccine supporters.

- Vocal vaccine deniers and conspiracy theorists who previously used mainstream social media have been switching to closed-network social media apps.<sup>23</sup> Misinformation about COVID-19 vaccines has begun to circulate on this platform before moving to mainstream social media platforms with posts receiving tens of thousands of user views before they can be removed.<sup>24</sup>

#### Short-term recommendations

- Partner with trusted messengers to communicate accurate, evidence-based information on closed messaging platforms and boost messages related to vaccine benefits and safety.
- Continue to monitor activity in these closed messaging groups, and partner with companies in fact-checking efforts to support rebuttal or removal of harmful mis/disinformation.



## Continuing Themes

Themes below have been noted in Report 1 and continue to undermine vaccine confidence. For additional context and previous recommendations on these themes see Insights Report 1 (February 12, 2021).

- **Vaccine Adverse Event Reporting System (VAERS) and adverse events.** Misinformation about VAERS continues, along with fear about adverse vaccine effects. Although recently published VAERS data showed very low levels of severe adverse events,<sup>25</sup> media and the public continue to amplify deaths following vaccination and other potential reactions.
- **Nonsteroidal anti-inflammatory drugs (NSAIDS).** A recent study found that NSAIDS “reduced both the antibody and pro-inflammatory cytokine response to SARS-CoV-2 infection,” which may indicate NSAIDS impact the body’s response to vaccination.<sup>26</sup> Confusion about the effect of NSAIDS on vaccine effectiveness is expanding to other over-the-counter medications, like acetaminophen, pseudoephedrine, and naproxen. *New recommendations:*
  - Clarify what is known about the impact of NSAIDS and other medications on vaccine effectiveness.
  - Expand messaging about what types of medications can be taken after vaccination.
  - Provide healthcare providers and other trusted messengers with additional information on helping patients to manage common side effects.
- **Pregnancy and vaccination.** Anti-vaccine supporters continue to target pregnant women with dis- and misinformation, distorting information around miscarriage risks. Many women are turning to pregnancy forums for discussion. *Additional recommendation:*
  - Partner with websites and organizations that host pregnancy discussion boards to identify information gaps and address them.
- **Prioritization.** Sentiment has grown that willingness to reopen schools is in contradiction with teachers’ general lack of vaccine eligibility. Social media discussions and media coverage related to teacher eligibility accounted for 17% of all eligibility or prioritization conversations with 111,000 mentions. Only 24 states currently list teachers as eligible for vaccination.
- **Side effects.** Consumers are expressing concern about general side effects, long-term side effects, severe allergic reactions, and feeling ill after receiving the vaccine.
- **Lack of equity.** There is a lack of perceived equity in the vaccine prioritization process, and consumers continue to be frustrated about varied eligibility criteria and shifting guidelines.
- **Post-vaccination care.** Confusion about post-vaccination mitigation measures is continuing, including CDC’s new quarantine guidance for those who are fully vaccinated. *New recommendations:*
  - Clarify consumer-facing messages about post-vaccination quarantine guidelines.
  - Integrate post-vaccination mitigation messaging into vaccine-related communication products and messaging.

## Appendix

Type	Input	Cadence	Sources	Tactics for Utilization
Mixed Methods	Communication Surveillance Report	Daily, weekdays	<ul style="list-style-type: none"> <li>Google news</li> <li>Meltwater</li> <li>CrowdTangle</li> <li>Native platform searches</li> </ul>	<ul style="list-style-type: none"> <li>Share of voice topic analysis to identify themes</li> <li>Emerging topics</li> </ul>
	Tanaq Social Listening +Media Monitoring Report	Weekly, Mondays	<ul style="list-style-type: none"> <li>Hootsuite</li> <li>Muck Rack</li> <li>Sprout Social</li> <li>First Draft</li> <li>Stronger</li> <li>Native platform searches</li> </ul>	<ul style="list-style-type: none"> <li>Trending topics</li> <li>Demographic and geographic conversation monitoring</li> </ul>
	Meltwater	Daily	<ul style="list-style-type: none"> <li>Facebook, Twitter, Instagram</li> <li>Blogs</li> <li>News media</li> <li>Online Forums</li> </ul>	<ul style="list-style-type: none"> <li>Share of voice topic analysis</li> <li>Emerging theme topics</li> <li>Identify high reach/velocity topics</li> </ul>
Social Media Listening	OADC Channel COVID-19 Post metrics	Weekly, Wednesdays	<ul style="list-style-type: none"> <li>Sprout Social</li> <li>Native OADC account analytics</li> </ul>	<ul style="list-style-type: none"> <li>Analyze # of posts, topics</li> <li>Success of messages, # of impressions, reach, # engagements</li> </ul>
	OADC Channel Comment Analysis	Daily, weekdays	<ul style="list-style-type: none"> <li>Native platform searches</li> </ul>	<ul style="list-style-type: none"> <li>Sentiment analysis</li> <li>Identify message gaps/voids</li> </ul>
	CrowdTangle content insights report	Biweekly, Mondays	<ul style="list-style-type: none"> <li>Facebook</li> </ul>	<ul style="list-style-type: none"> <li>Top pages (voices), groups</li> <li>General trends/sentiment analysis</li> <li>News analysis through posts</li> </ul>
	FEMA Social Listening Report	Weekdays, daily	<ul style="list-style-type: none"> <li>Various</li> </ul>	<ul style="list-style-type: none"> <li>Trends/sentiment analysis</li> <li>National and global news analysis</li> </ul>
Direct Reports	CDC-Info Metrics	Weekly, Mondays	<ul style="list-style-type: none"> <li>CDC-Info inquiry line list</li> <li>Prepared response (PR) usage report</li> </ul>	<ul style="list-style-type: none"> <li>Cross-compare PR usage with inquiry theme analysis</li> <li>Sentiment analysis</li> <li>Identify information gaps/voids</li> </ul>
	VTF Media Requests	Weekly, Mondays	<ul style="list-style-type: none"> <li>Media request line list</li> </ul>	<ul style="list-style-type: none"> <li>Leading indicator for news coverage</li> <li>Identify information gaps/voids</li> </ul>
	Web Metrics	Weekly, Wednesdays	<ul style="list-style-type: none"> <li>Top pages</li> <li>Google search queries</li> <li>Top FAQs</li> <li>Referring domains</li> </ul>	<ul style="list-style-type: none"> <li>Identify information gaps/voids,</li> <li>identify keywords/search terms, changes in web traffic</li> </ul>
Research	Poll Review	Weekly, Mondays	<ul style="list-style-type: none"> <li>Harris Poll, PEW research, Gallup Poll, KFF</li> <li>New data related to vaccine hesitancy</li> </ul>	<ul style="list-style-type: none"> <li>Identify socio-behavior indicators related to motivation and intention to vaccinate</li> </ul>
	Literature Review	Weekly, Mondays	<ul style="list-style-type: none"> <li>PubMed, LitCovid, ProQuest Central</li> <li>New data related to vaccine hesitancy</li> </ul>	<ul style="list-style-type: none"> <li>Identify current vaccination intention</li> <li>Identify barriers to vaccination</li> </ul>



**From:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)  
**Sent:** Mon, 23 Aug 2021 15:08:40 +0000  
**To:** Irene Jay Liu  
**Subject:** RE: Invitation to speak: APAC Trusted Media Summit 2020

Hi Irene,

Nice to hear from you! Man, the summit feels like years ago. I imagine COVID-19 has kept you busy!

So, Mafindo will be best placed to speak about the Indonesia project—we're in intervention development mode!

Meanwhile, I've been leading the Vaccine Confidence Team and our Insights Unit at the COVID-19 Vaccine Task Force at US CDC. I've been drowning in domestic-focused work, but something that is new and exciting is that we have an Insights Unit that publishes on a biweekly basis the latest questions, concerns, and misinformation we're tracking in the US. Take a look:

<https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html#reports>

We're also in process of hiring Vaccine Demand Strategists across the US that will help state and jurisdictional health departments track and address misinformation, an American version of infodemic managers, as it were, with some additional risk comms, behavioral science, community engagement, and social listening skills. Health departments are overwhelmed with the work they need to build vaccine confidence and address misinformation, and this was one way to tackle this problem.

Let me know if you're interested in talking to Jess and Chris, the Insights Unit co-leads and I'll connect you. Everyone from highest levels of USG, G-7, and even the Africa Infodemic Response alliance have been able to use the report insights to address vaccine misinformation more effectively. (I have heard rumors that an AIRA equivalent will be sprouting in WHO WPRO region, which would be very exciting.)

If you want someone extremely cool, we can put you in touch with the Office of Surgeon General, they released an advisory on health misinformation. This is the same office that puts out warnings about smoking and alcohol and drugs—it's a big deal that health misinformation has been labeled harmful to public health in this way. Here's the report: <https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf> Dr. Vivek Murthy is an incredible speaker too.

Oh! One more: #thisisourshot – activating medical and healthcare voices in the misinformation tsunami to push back about misinformation and explain evolving science more transparently, spearheaded by a Californian medical doc: <https://thisisourshot.info/> (also in Spanish, because we see big differences in language and different types of misinfo spreading in English vs Spanish).

So we may have been a teeny bit busy since September. ☐

Let me know if any of that sounds interesting and I'll hook you up.

Hope all has been well with you!

Sincerely,

**Elisabeth Wilhelm** *(she/her)*

*Vaccine Confidence Strategist*

| Deployment Job: Team Co-Lead of Vaccine Confidence and Demand Team on COVID-19 Vaccine Task Force

| Day Job: Health Communications Specialist, Demand for Immunization Team, Global Immunization Division

M: (b)(6)

E: (b)(6)

---

**From:** Irene Jay Liu (b)(6)

**Sent:** Monday, August 23, 2021 2:04 AM

**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,

How are you? We are back preparing for the APAC Trusted Media Summit and I wanted to check in and see if there were any updates to the program you were recruiting for last year? Or something related to lessons learned?

We'd love to have you back to speak on the program and learnings, or if you have suggestions about who you think would be a great speaker (or panel), we'd love your advice!

Many thanks!

Irene

On Tue, Sep 29, 2020 at 9:25 PM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) wrote:  
Yes please!

Thanks everyone!

I feel like I got entry into the coolest misinformation fighting speakeasy. :D

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

Demand for Immunization Team, Global Immunization Division, US CDC

| Supporting the WHO infodemic response

**M:** (b)(6)  
**E:** (b)(6)

**From:** Joie Goh (b)(6)  
**Sent:** Tuesday, September 29, 2020 9:21 AM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Cc:** Chelsea Sim (b)(6); Irene Jay Liu (b)(6) trin Three (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hey Elisabeth,

Super excited to hear your presentation during the event!  
As mentioned you will have to standby by 10AM SGT, and i will drop you a whatsapp prior, if you havent!  
I realised i can get your number from your sign off - so no worries there.

I'll also send you a calendar invite for this event :-)

Thanks!

Joie Goh  
Assistant Project Manager I The MasterPlan I m: (b)(6)  
45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Tue, Sep 29, 2020 at 8:11 AM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) wrote:  
Til then!

Get [Outlook for iOS](#)

---

**From:** Joie Goh (b)(6)  
**Sent:** Monday, September 28, 2020 8:07:50 PM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Cc:** Chelsea Sim (b)(6); Irene Jay Liu (b)(6) (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hey Elisabeth!

As per calendar invite, see you in a few hours! (9PM SGT / 9AM EST)

On Tue, 29 Sep 2020 at 5:03 AM, Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) wrote:

Tuesday is perfect, thank you!

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

Obtained by America First Legal Foundation through litigation.

Demand for Immunization Team, Global Immunization Division, US CDC

| Supporting the WHO infodemic response

**M:** (b)(6)

**E:** (b)(6)

**From:** Chelsea Sim <(b)(6)>

**Sent:** Saturday, September 26, 2020 7:36 AM

**To:** Irene Jay Liu (b)(6)

**Cc:** Joie Goh <(b)(6)>; Wilhelm, Elisabeth  
(CDC/DDPHSIS/CGH/GID) (b)(6) trin Three (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,

We sure can get into a call with you coming Tuesday morning (does 10 AM SGT work for you?)  
sound to test out your audio visual!

If you choose to do a pre-recording, we can do Monday PM too.

Thank you

On Sat, Sep 26, 2020 at 7:23 AM Irene Jay Liu <(b)(6)> wrote:

Hi Elisabeth,

That is excellent news! It is absolutely fine to do the presentation live, as you are the first up on Oct 1 (10pm EDT). We just need to meet up with you to test your connection, lighting and audio. @chelsea will set up some time for you

to meet and check.



This will be fine anyway as we'll do live q&a after.

Thanks!

Irene

Obtained by America First Legal Foundation through litigation.

// sent from a small, temperamental keyboard //

On Sat, Sep 26, 2020, 02:42 Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
wrote:

Obtained by America's First Legal Foundation through litigation.

Hi Chelsea,

Obtained by America First Legal Foundation through litigation.

I filled out the bio piece.

However, I'm on the COVID-19 response and have been slammed this week and haven't had a chance to gather my thoughts for the talk. Can I give the talk live? Is that an option?

Otherwise, can I schedule a meeting for recording in on Monday late or Tuesday...

Thank you for your patience.

□

Obtained by America First Legal Foundation through litigation.

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

Demand for Immunization Team, Global Immunization Division, US CDC

| Supporting the WHO infodemic response

Obtained by America First Legal Foundation through litigation.

**M:** [REDACTED]

**E:**

[REDACTED]

**From:** Chelsea Sim [REDACTED]

**Sent:** Wednesday, September 23, 2020 12:15 PM



**To:** Irene Jay Liu (b)(6)

**Cc:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) trin Three  
(b)(6); Joie Goh (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Obtained by America First Legal Foundation through litigation.

Hi Elizabeth!

Obtained by America First Legal Foundation through litigation.

I am Chelsea, and as Irene has mentioned, I will be coordinating your recording session. Super excited to have you onboard with us for this year's Trusted Media Summit!

As for the recording session itself, it will be a 40-minute slot. I will need your help to fill up a slot of your preference on the [Schedule](#)

[sheet](#). However, if all of the timings are not favourable for you, please reach out to me again to arrange for a suitable time.

Apart from that, we will build your Speaker biography as well, so I will need your bio to be filled up [here](#) under

your name (as indicated on the first column).

Please let me know if you have any questions. Looking forward to speaking with you soon!

Obtained by America First Legal Foundation through litigation.

Thank you

Obtained by America First Legal Foundation through litigation.

On Wed, Sep 23, 2020 at 6:50 PM Irene Jay Liu <[REDACTED]> wrote:

Dear Elizabeth,

Obtained by America First Legal Foundation through litigation.



Thanks very much for registering for the APAC Trusted Media Summit, and for volunteering to give a lightning talk.

Obtained by America First Legal Foundation through litigation.

"US CDC is collaborating with UNICEF, WHO and IFCN member and leading civil society organization Mafindo on implementation

research designed to understand intersection between

COVID-19, misinformation, immunization attitudes and acceptance of a future SARS-COV-2 vaccine. We will be using human-centered design approaches to co-develop a social inoculation intervention designed to increase self-efficacy in identifying, addressing

and mitigating the infodemic."

Obtained by America First Legal Foundation through litigation

In fact, we found your topic so interesting that we'd love for you to give a 10-minute keynote on the second day, Oct 2. It would open the day's events. Due to the time difference,

we could pre-record your keynote to ensure there aren't

any technical difficulties. Then, if you are willing, we could do a live Q&A (it would be a bit late, probably around 10:20PM your time) after from the audience. If you prefer just to stick to the keynote, we could just pre-record that part and leave out the

Q&A.

Obtained by America First Legal Foundation through litigation.

If you are willing to record this talk, I have included my colleague Trinna Leong, who will help organize the content of the talk, and Chelsea and Joie who will support the logistics of recording.

Obtained by America First Legal Foundation through litigation.

Many thanks in advance!

Irene

Obtained by America First Legal Foundation through litigation.



Chelsea Sim

Senior Events Executive | The MasterPlan Inc.

(b)(6)

Obtained by America First Legal Foundation through litigation.



45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

Obtained by America First Legal Foundation through litigation.

--

Chelsea Sim

Senior Events Executive | The MasterPlan 1 m:

(b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

Chelsea Sim

Senior Events Executive | The MasterPlan | m: 4

(b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

--

Joie Goh

(sent from mobile - excuse the typos if any!)

--

Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

**From:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)  
**Sent:** Fri, 17 Sep 2021 11:43:12 +0000  
**To:** Ryan Choo; Trinna Leong  
**Cc:** Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS); Irene Jay Liu; Kolis, Jessica (CDC/DDPHSIS/CGH/GID); Joie Goh; Jolene Oh  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

A heads up, the CDC logo is a challenge to share and display on another website without a lot of time and lawyers involved. (One of the reasons why the presentation has to get cleared on our side is because the CDC logo is on them.) Is there a way to just offer a text descriptor instead?

Pardon brevity and autocorrect, sent via mobile device

**From:** Ryan Choo (b)(6)  
**Sent:** Friday, September 17, 2021 6:41:23 AM  
**To:** Trinna Leong (b)(6)  
**Cc:** Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS) (b)(6); Irene Jay Liu (b)(6); Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6); Joie Goh (b)(6); Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6); Jolene Oh (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hey Christopher!

Thank you so much for taking time out of your busy schedule to record with us previously!

On our side, we still require a logo of your organization to be uploaded into this drive [here](#).

Do let me know if you have any questions and I will be more than happy to help!

Thank you

Ryan Choo  
Events Coordinator | [The MasterPlan](#) | m: (b)(6)  
45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Fri, Sep 17, 2021 at 12:03 PM Trinna Leong (b)(6) wrote:

Hi Chris,

Thanks so much for earlier! Your presentation will air on day 2, Sept 30, 4.10PM SGT. If you have received the conference invitation to register via Hopin, once registered you'll be able to view the conference proceedings on the day of on Hopin.

Trinna Leong | Southeast Asia Teaching Fellow  
Google News Lab | (b)(6) | [g.co/newsfab](https://g.co/newsfab)



On Fri, Sep 17, 2021 at 11:47 AM Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS)

(b)(6) wrote:

I do love a challenge! What day will my session be? The 29th or 30th? I will try my darndest to make it.

Chris

-

Christopher Voegeli, Ph.D., MPH

Behavioral Scientist

Email: (b)(6)

Work Phone: (404) 498-0176

Cell Phone: (b)(6)

Insights Team | Co-lead

Program Integration and Equity | Vaccine Confidence and Demand Team

COVID-19 Emergency Response | Vaccine Taskforce

Centers for Disease Control and Prevention

**From:** Irene Jay Liu (b)(6)

**Sent:** Thursday, September 16, 2021 11:09 PM

**To:** Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS) (b)(6)

**Cc:** Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6); Trinna Leong (b)(6); Joie

Goh (b)(6); Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)

Ryan Choo (b)(6); Jolene Oh <(b)(6)>

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Chris,

Many thanks for taking the time to work on this! The livestream airtime is absolutely horrendous for EDT, but we will send through any questions that are entered into the live chat during and after your keynote livestream. (Of course, we would love for you to join us in the live chat if you happen to be up at 4AM!)

Cheers,

Irene

On Fri, Sep 17, 2021 at 11:06 AM Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS)

(b)(6) wrote:

Good evening everyone,

Thank you again for the opportunity to speak and to meet all you wonderful people. I attached my slides to this email. If you need anything else please dont hesitate to let me know.

Chris

-

Christopher Voegeli, Ph.D., MPH

Behavioral Scientist

Email: (b)(6)

Work Phone: (404) 498-0176

Cell Phone: (b)(6)

Insights Team | Co-lead

Program Integration and Equity | Vaccine Confidence and Demand Team

COVID-19 Emergency Response | Vaccine Taskforce

Centers for Disease Control and Prevention

**From:** Irene Jay Liu (b)(6)

**Sent:** Saturday, September 11, 2021 5:50 AM



**To:** Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS) (b)(6)  
**Cc:** Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6) Trinna Leong (b)(6) Joie Goh (b)(6); Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
Ryan Choo (b)(6) plene Oh (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

I think this is great - if you can give a mention that they are used by others internationally too, that would be great, so that people know that it isn't only for US audiences.

Thanks!

Irene

On Fri, Sep 10, 2021 at 11:12 PM Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS) (b)(6) wrote:

Trianna and Irene,

Given Jess's comments, I think we could talk about our report, the methodology for the report, and how CDC uses them. Does this meet your organization's needs for this talk?

Chris

-

Christopher Voegeli, Ph.D., MPH  
Behavioral Scientist

Email: (b)(6)

Work Phone: (404) 498-0176

Cell Phone: (b)(6)

Insights Team | Co-lead

Program Integration and Equity | Vaccine Confidence and Demand Team

COVID-19 Emergency Response | Vaccine Taskforce

Centers for Disease Control and Prevention

**From:** Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6)

**Sent:** Wednesday, September 8, 2021 5:05 PM

**To:** Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS) (b)(6) Trinna Leong

(b)(6) Irene Jay Liu (b)(6)

**Cc:** Joie Goh (b)(6); Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)

(b)(6) Ryan Choo (b)(6) Jolene Oh

(b)(6)

**Subject:** RE: Invitation to speak: APAC Trusted Media Summit 2020

Hi all,

Just wanted to interject for some clarity since Lis is out of the office. The COVID-19 State of Vaccine Confidence Insights focus on the US and while we do send the reports to global partners, we do not know how they are implementing actions from these reports or using them. We know that our reports and methodology have provided some guidance for the weekly reports that the [African Infodemic Response Alliance](#) puts out, but our reports themselves do not inform them or their reports directly. As you all know mid/disinformation knows no geographical bounds, so our reports are likely utilized by our global partners in different ways (we are actively



disseminating an evaluation survey now). For some countries, as we highlight emerging information gaps and mis/disinformation they are able to prepare pre-bunks/interventions to reduce their community's vulnerability to such misinformation while other countries that are just beginning to roll out vaccines are able to look back at the vaccine challenges we have faced in the United States in our early stage of roll out. Anecdotally, we have heard from some countries with familial ties to people living in the US who have had their family spread misinformation to them based on what is spreading in the US.

Let me know if you have any questions!

Thanks,

Jess

Jessica Kolis, MPH, CHES

[404-718-3876](tel:404-718-3876) | (b)(6)

---

**From:** Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS) (b)(6)  
**Sent:** Wednesday, September 8, 2021 10:52 AM  
**To:** Trinna Leong (b)(6); Irene Jay Liu (b)(6)  
**Cc:** Joie Goh (b)(6); Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6); Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6); Ryan Choo <(b)(6)>; Jolene Oh <(b)(6)>  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Thank you, Irene and Trinna

Our team is touching base on this today. I will follow up with you all after that.

Chris

-

Christopher Voegeli, Ph.D., MPH

Behavioral Scientist

Email: (b)(6)

Work Phone: (404) 498-0176

Cell Phone: (b)(6)

Insights Team|Co-lead

Program Integration and Equity| Vaccine Confidence and Demand Team

COVID-19 Emergency Response|Vaccine Taskforce

Centers for Disease Control and Prevention

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**From:** Trinna Leong (b)(6)  
**Sent:** Tuesday, September 7, 2021 12:12 AM  
**To:** Irene Jay Liu (b)(6)  
**Cc:** Joie Goh (b)(6); Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS) (b)(6); Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6); Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6); Ryan Choo (b)(6); Jolene Oh (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Thank you Chris for agreeing to speak at this year's summit.

To follow up on Irene's suggestion, perhaps we can do a call before your recording slot next week to run through what you have in mind. To give you an idea, the presentation is 10-min long and you can watch our [last year's keynote](#) speeches to get a sense of how we tried to marry brevity with impact.

If you'd like to chat first, we can have a quick call on Friday, 10am Singapore time. Let me know if this works for you.

Cheers,

Trinna

Trinna Leong | Southeast Asia Teaching Fellow

Google News Lab | (b)(6) | [g.co/newslab](https://g.co/newslab)



On Mon, Sep 6, 2021 at 10:39 AM Irene Jay Liu (b)(6) wrote:

Hi Chris,

With regard to the panel, it would be amazing if you could please put together a presentation about the top-level insights you've found relating to vaccine confidence, and spend more time speaking about how they are being used abroad (I think Elisabeth mentioned they are being used in Africa). The goal is to give the fact-checking community in APAC ideas on how they can take action in their own markets.

Thank you in advance!

Irene

On Thu, Sep 2, 2021 at 3:55 PM Joie Goh (b)(6) wrote:

Hi Christopher!

We've set up some slots for you to record your presentation [here](#), do fill up your name at a slot that you're available, and we will send you a calendar invite for it!

We will be recording on a platform called riverside (don't worry, we'll guide you through it!). You can refer to a quick speaker brief [here](#).

On the same sheet as booking your recording slot, you'll find a "[Speakers' info](#)" tab, of which we'd need you to fill up your details for us to post on the website, so our attendees will be able to learn more about you :-). Please drop your photo along with your organization photo, in the folder under your name.

Do let me know if you've any Qs!

Thank you

Joie Goh

Assistant Project Manager | [The MasterPlan](#) | m: (b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Wed, Sep 1, 2021 at 9:28 PM Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS)

(b)(6) wrote:

Good morning Irene and Joie,

I will be happy to talk more about our work on the State of Vaccine Confidence Reports. I look forward to hearing from you all about the next steps.

Chris

-

Christopher Voegeli, Ph.D., MPH

Behavioral Scientist

Email: (b)(6)

Work Phone: (404) 498-0176

Cell Phone: (b)(6)

Insights Team|Co-lead

Program Integration and Equity| Vaccine Confidence and Demand Team

COVID-19 Emergency Response|Vaccine Taskforce

Centers for Disease Control and Prevention

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**From:** Joie Goh (b)(6)  
**Sent:** Tuesday, August 31, 2021 10:11 PM  
**To:** Irene Jay Liu (b)(6); Ryan Choo (b)(6);  
Jolene Oh (b)(6)  
**Cc:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6); Trinna Leong  
<trinna@google.com>; Voegeli, Christopher (CDC/DDID/NCHHSTP/DHPIRS)  
(b)(6); Kolis, Jessica (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Adding +Ryan Choo +Jolene Oh as well!

Thanks

Joie Goh

Assistant Project Manager | [The MasterPlan](#) | m: (b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Wed, Sep 1, 2021 at 10:06 AM Irene Jay Liu (b)(6) wrote:

Thanks so much, Elisabeth (moving you to bcc to save your inbox while on holiday!)



Hi Jess and Chris, it is very nice to meet you!

We'd love to have you participate in the [2021 APAC Trusted Media Summit](#) and share your work, particularly how international audiences are using the insights reports! To give you context, the APAC Trusted Media Summit is a virtual event brings together journalists, academics and NGOs involved in fact-checking and fighting misinformation across Asia-Pacific and kick off a year of ongoing virtual activities for the fact-checking community in the region. This is our fourth year running this event - last year, we brought together 732 journalists, academics, verification experts and policymakers from 28 countries, offered in 10 languages. If you are willing to present, we'd love for you to pre-record your talk (so we can subtitle) and then possibly be available for live Q&A, either on camera (if you don't mind the early call) or via chat offscreen. The timing is awful for the US (Sept 29-30, 4-6PM SGT/ 4-6AM EDT), so if that isn't possible, no worries at all.

You can see our videos from last year [here](#). (Note that the event is under Chatham House Rule, only those who consent had their videos publicly published. Some, like Elisabeth's talk, are only available via password for registered participants.

If you think you would be able to participate, please meet my colleagues [@Trinna Leong](#) and [@Joie Goh](#), who are co-running the event with me. They will follow up with details on the recording session!

Many thanks in advance,

Irene

On Wed, Sep 1, 2021 at 9:49 AM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)

(b)(6) wrote:

Hi Irene,

I hereby formally am connecting you to Jess Kolis and Chris Voegli, the co-leads behind the Insights Unit responsible for the State of Vaccine Confidence Insights Report. ☺ Chris and Jess, meet Irene, the ultimate APAC summit cat herder.

This is the last email I'm writing before starting leave til Sept 12—so have fun connecting!

Sincerely,

**Elisabeth Wilhelm** *(she/her)*

*Vaccine Confidence Strategist*

| Deployment Job: Team Co-Lead of Vaccine Confidence and Demand Team on COVID-19 Vaccine Task Force

| Day Job: Health Communications Specialist, Demand for Immunization Team, Global Immunization Division

**M:** (b)(6)

**E:** (b)(6)

---

**From:** Irene Jay Liu (b)(6)

**Sent:** Wednesday, August 25, 2021 9:54 PM

**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,

Thank you so much for all the incredible suggestions! Honestly, I'd love any and all of these suggestions, if I can impose on you. Comments inline!



So, Mafindo will be best placed to speak about the Indonesia project—we're in intervention development mode!

Do you know if there will be a third round of the infodemic manager training? Or is there someone who can talk about lessons learned with that project?

Meanwhile, I've been leading the Vaccine Confidence Team and our Insights Unit at the COVID-19 Vaccine Task Force at US CDC. I've been drowning in domestic-focused work, but something that is new and exciting is that we have an Insights Unit that publishes on a biweekly basis the latest questions, concerns, and misinformation we're tracking in the US. Take a look: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html#reports>

We're also in process of hiring Vaccine Demand Strategists across the US that will help state and jurisdictional health departments track and address misinformation, an American version of infodemic managers, as it were, with some additional risk comms, behavioral science, community engagement, and social listening skills. Health departments are overwhelmed with the work they need to build vaccine confidence and address misinformation, and this was one way to tackle this problem.

Let me know if you're interested in talking to Jess and Chris, the Insights Unit co-leads and I'll connect you. Everyone from highest levels of USG, G-7, and even the Africa Infodemic Response alliance have been able to use the report insights to address vaccine misinformation more effectively. (I have heard rumors that an AIRA equivalent will be sprouting in WHO WPRO region, which would be very exciting.)

I'd love if Jess or Chris might be able to give a talk about the insight reports and how they are being used, around the world!

If you want someone extremely cool, we can put you in touch with the Office of Surgeon General, they released an advisory on health misinformation. This is the same office that puts out warnings about smoking and alcohol and drugs—it's a big deal that health misinformation has been labeled harmful to public health in this way. Here's the report:

<https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf> Dr. Vivek Murthy is an incredible speaker too.

I'd love to get in touch with the surgeon general's office - I think it would be absolutely incredible to hear Dr. Murthy talk about health misinformation, why it is a public health issue. It would be especially meaningful since he has spoken about how COVID has affected his family both in the US and abroad.

Oh! One more: #thisisourshot – activating medical and healthcare voices in the misinformation tsunami to push back about misinformation and explain evolving science more transparently, spearheaded by a Californian medical doc: <https://thisisourshot.info/> (also in Spanish, because we see big differences in language and different types of misinfo spreading in English vs Spanish).

I love this! Is there someone who can speak to this project?

So we may have been a teeny bit busy since September. ☺

Let me know if any of that sounds interesting and I'll hook you up.

Thanks a million!!

Hope all has been well with you!

Sincerely,

**Elisabeth Wilhelm** (*she/her*)

*Vaccine Confidence Strategist*

| Deployment Job: Team Co-Lead of Vaccine Confidence and Demand Team on COVID-19 Vaccine Task Force

| Day Job: Health Communications Specialist, Demand for Immunization Team, Global Immunization Division

**M:** (b)(6)

**E:** (b)(6)

---

**From:** Irene Jay Liu (b)(6)  
**Sent:** Monday, August 23, 2021 2:04 AM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,

How are you? We are back preparing for the APAC Trusted Media Summit and I wanted to check in and see if there were any updates to the program you were recruiting for last year? Or something related to lessons learned?

We'd love to have you back to speak on the program and learnings, or if you have suggestions about who you think would be a great speaker (or panel), we'd love your advice!

Many thanks!

Irene

On Tue, Sep 29, 2020 at 9:25 PM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)

(b)(6) wrote:

Yes please!

Thanks everyone!

I feel like I got entry into the coolest misinformation fighting speakeasy. :D

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

Demand for Immunization Team, Global Immunization Division, US CDC

[Supporting the WHO infodemic response](#)

**M:** (b)(6)

**E:** (b)(6)

**From:** Joie Goh <(b)(6)>

**Sent:** Tuesday, September 29, 2020 9:21 AM

**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)

**Cc:** Chelsea Sim (b)(6); Irene Jay Liu (b)(6)

trin Three (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hey Elisabeth,

Super excited to hear your presentation during the event!

As mentioned you will have to standby by 10AM SGT, and i will drop you a whatsapp prior, if you havent!

I realised i can get your number from your sign off - so no worries there.

I'll also send you a calendar invite for this event :-)

Thanks!

Joie Goh

Assistant Project Manager | The MasterPlan | m: (b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Tue, Sep 29, 2020 at 8:11 AM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)

(b)(6) wrote:

Til then!

Get [Outlook for iOS](#)

---

**From:** Joie Goh (b)(6)

**Sent:** Monday, September 28, 2020 8:07:50 PM

**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)

**Cc:** Chelsea Sim <(b)(6)>; Irene Jay Liu <(b)(6)>  
trin Three (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020



Hey Elisabeth!

As per calendar invite, see you in a few hours! (9PM SGT / 9AM EST)

On Tue, 29 Sep 2020 at 5:03 AM, Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)

(b)(6) wrote:

Tuesday is perfect, thank you!

Sincerely,

Obtained by America First Legal Foundation through litigation.

**Elisabeth Wilhelm**

*Health Communications Specialist*

Demand for Immunization Team, Global Immunization Division, US CDC

| [Supporting the WHO infodemic response](#)

**M:** (b)(6)

**E:** (b)(6)

**From:** Chelsea Sim <(b)(6)>

**Sent:** Saturday, September 26, 2020 7:36 AM

**To:** Irene Jay Liu (b)(6)

**Cc:** Joie Goh <(b)(6)> Wilhelm, Elisabeth  
(CDC/DDPHSIS/CGH/GID) (b)(6) trin Three (b)(6)



**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,

We sure can get into a call with you coming Tuesday morning (does 10 AM SGT work for you?)  
sound to test out your audio visual!

If you choose to do a pre-recording, we can do Monday PM too.

Thank you

On Sat, Sep 26, 2020 at 7:23 AM Irene Jay Liu (b)(6) wrote:

Hi Elisabeth,

That is excellent news! It is absolutely fine to do the presentation live, as you are the first up on Oct 1 (10pm EDT). We just need to meet up with you to test your connection, lighting and audio. @chelsea will set up some time for you

to meet and check.

This will be fine anyway as we'll do live q&a after.

Thanks!

Obtained by America First Legal Foundation through litigation.

Irene

// sent from a small, temperamental keyboard //

On Sat, Sep 26, 2020, 02:42 Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
wrote:

Obtained by America First Legal Foundation through litigation.

Hi Chelsea,

I filled out the bio piece.

However, I'm on the COVID-19 response and have been slammed this week and haven't had a chance to gather my thoughts for the talk. Can I give the talk live? Is that an option?

Otherwise, can I schedule a meeting for recording in on Monday late or Tuesday...

Thank you for your patience.



Obtained by America First Legal Foundation through litigation.



Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

Demand for Immunization Team, Global Immunization Division, US CDC

| Supporting the WHO infodemic response

**M:** [REDACTED]

**E:**

[REDACTED]

**From:** Chelsea Sim [REDACTED]

**Sent:** Wednesday, September 23, 2020 12:15 PM

**To:** Irene Jay Liu [REDACTED] (b)(6)

**Cc:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) [REDACTED] (b)(6) trin Three  
[REDACTED] (b)(6) Joie Goh [REDACTED] (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elizabeth!

Obtained by America First Legal Foundation through litigation.

I am Chelsea, and as Irene has mentioned, I will be coordinating your recording session. Super excited to have you onboard with us for this year's Trusted Media Summit!

Obtained by America First Legal Foundation through litigation.

As for the recording session itself, it will be a 40-minute slot. I will need your help to fill up a slot of your preference on the [Schedule](#)

[sheet](#). However, if all of the timings are not favourable for you, please reach out to me again to arrange for a suitable time.

Obtained by America First Legal Foundation through litigation.

Apart from that, we will build your Speaker biography as well, so I will need your bio to be filled up [here](#) under

your name (as indicated on the first column).

Obtained by America First Legal Foundation through litigation.

Please let me know if you have any questions. Looking forward to speaking with you soon!



Thank you

Obtained by America First Legal Foundation through litigation.

On Wed, Sep 23, 2020 at 6:50 PM Irene Jay Liu <[REDACTED]> wrote:

Dear Elizabeth,

Thanks very much for registering for the APAC Trusted Media Summit, and for volunteering to give a lightning talk.

"US CDC is collaborating with UNICEF, WHO and IFCN member and leading civil society organization Mafindo on implementation

research designed to understand intersection between

COVID-19, misinformation, immunization attitudes and acceptance of a future SARS-COV-2 vaccine. We will be using human-centered design approaches to co-develop a social inoculation intervention designed to increase self-efficacy in identifying, addressing

and mitigating the infodemic."

In fact, we found your topic so interesting that we'd love for you to give a 10-minute keynote on the second day, Oct 2. It would open the day's events. Due to the time difference, we could pre-record your keynote to ensure there aren't

any technical difficulties. Then, if you are willing, we could do a live Q&A (it would be a bit late, probably around 10:20PM your time) after from the audience. If you prefer just to stick to the keynote, we could just pre-record that part and leave out the

Q&A.

If you are willing to record this talk, I have included my colleague Trinna Leong, who will help organize the content of the talk, and Chelsea and Joie who will support the logistics of recording.

Many thanks in advance!

Irene

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Irene Jay Liu | Google

News Lab | (b)(6)

(b)(6) | g.co/newslab

Obtained by America First Legal Foundation through litigation.

Obtained by America First Legal Foundation through litigation.

Senior Events Executive I The MasterPlan I m

(b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

Obtained by America First Legal Foundation through litigation.

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Obtained by America First Legal Foundation through litigation.

Chelsea Sim

Senior Events Executive | The MasterPlan 1 m:

(b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

Obtained by America First Legal Foundation through litigation.

Chelsea Sim

Senior Events Executive | The MasterPlan | m

(b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

--

Joie Goh  
(sent from mobile - excuse the typos if any!)

--

Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

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Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)



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Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

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Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

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Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

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Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

**From:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)  
**Sent:** Thu, 26 Aug 2021 12:04:45 +0000  
**To:** Irene Jay Liu  
**Subject:** RE: Invitation to speak: APAC Trusted Media Summit 2020

Hi Irene,

I'm on the hunt for a few contacts. Talking to OSG today and with Claire Wardle and will raise this email then. I already got in touch with WHO about the folks behind the third IM training, which just got planned for November....stay tuned!

Sincerely,

**Elisabeth Wilhelm** *(she/her)*

*Vaccine Confidence Strategist*

| Deployment Job: Team Co-Lead of Vaccine Confidence and Demand Team on COVID-19 Vaccine Task Force

| Day Job: Health Communications Specialist, Demand for Immunization Team, Global Immunization Division

**M:** (b)(6)  
**E:** (b)(6)

---

**From:** Irene Jay Liu (b)(6)  
**Sent:** Wednesday, August 25, 2021 9:54 PM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,

Thank you so much for all the incredible suggestions! Honestly, I'd love any and all of these suggestions, if I can impose on you. Comments inline!

So, Mafindo will be best placed to speak about the Indonesia project—we're in intervention development mode!

Do you know if there will be a third round of the infodemic manager training? Or is there someone who can talk about lessons learned with that project?

Meanwhile, I've been leading the Vaccine Confidence Team and our Insights Unit at the COVID-19 Vaccine Task Force at US CDC. I've been drowning in domestic-focused work, but something that is new and exciting is that we have an Insights Unit that publishes on a biweekly basis the latest questions,

concerns, and misinformation we're tracking in the US. Take a look:

<https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html#reports>

We're also in process of hiring Vaccine Demand Strategists across the US that will help state and jurisdictional health departments track and address misinformation, an American version of infodemic managers, as it were, with some additional risk comms, behavioral science, community engagement, and social listening skills. Health departments are overwhelmed with the work they need to build vaccine confidence and address misinformation, and this was one way to tackle this problem.

Let me know if you're interested in talking to Jess and Chris, the Insights Unit co-leads and I'll connect you. Everyone from highest levels of USG, G-7, and even the Africa Infodemic Response alliance have been able to use the report insights to address vaccine misinformation more effectively. (I have heard rumors that an AIRA equivalent will be sprouting in WHO WPRO region, which would be very exciting.)

I'd love if Jess or Chris might be able to give a talk about the insight reports and how they are being used, around the world!

If you want someone extremely cool, we can put you in touch with the Office of Surgeon General, they released an advisory on health misinformation. This is the same office that puts out warnings about smoking and alcohol and drugs—it's a big deal that health misinformation has been labeled harmful to public health in this way. Here's the report: <https://www.hhs.gov/sites/default/files/surgeon-general-misinformation-advisory.pdf> Dr. Vivek Murthy is an incredible speaker too.

I'd love to get in touch with the surgeon general's office - I think it would be absolutely incredible to hear Dr. Murthy talk about health misinformation, why it is a public health issue. It would be especially meaningful since he has spoken about how COVID has affected his family both in the US and abroad.

Oh! One more: #thisisourshot – activating medical and healthcare voices in the misinformation tsunami to push back about misinformation and explain evolving science more transparently, spearheaded by a Californian medical doc: <https://thisisourshot.info/> (also in Spanish, because we see big differences in language and different types of misinfo spreading in English vs Spanish).

I love this! Is there someone who can speak to this project?

So we may have been a teeny bit busy since September. ☐

Let me know if any of that sounds interesting and I'll hook you up.

Thanks a million!!

Hope all has been well with you!

Sincerely,

**Elisabeth Wilhelm** (*she/her*)

*Vaccine Confidence Strategist*

| Deployment Job: Team Co-Lead of Vaccine Confidence and Demand Team on COVID-19 Vaccine Task Force

| Day Job: Health Communications Specialist, Demand for Immunization Team, Global Immunization Division

M: (b)(6)  
E: (b)(6)

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**From:** Irene Jay Liu (b)(6)  
**Sent:** Monday, August 23, 2021 2:04 AM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,

How are you? We are back preparing for the APAC Trusted Media Summit and I wanted to check in and see if there were any updates to the program you were recruiting for last year? Or something related to lessons learned?

We'd love to have you back to speak on the program and learnings, or if you have suggestions about who you think would be a great speaker (or panel), we'd love your advice!

Many thanks!  
Irene

On Tue, Sep 29, 2020 at 9:25 PM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) wrote:  
Yes please!

Thanks everyone!

I feel like I got entry into the coolest misinformation fighting speakeasy. :D

Sincerely,

**Elisabeth Wilhelm**  
*Health Communications Specialist*  
Demand for Immunization Team, Global Immunization Division, US CDC

| Supporting the WHO infodemic response

M: (b)(6)  
E: (b)(6)



**From:** Joie Goh (b)(6)  
**Sent:** Tuesday, September 29, 2020 9:21 AM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Cc:** Chelsea Sim (b)(6); Irene Jay Liu (b)(6) trin Three (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hey Elisabeth,

Super excited to hear your presentation during the event!  
As mentioned you will have to standby by 10AM SGT, and i will drop you a whatsapp prior, if you havent!  
I realised i can get your number from your sign off - so no worries there.

I'll also send you a calendar invite for this event :-)

Thanks!

Joie Goh  
Assistant Project Manager I The MasterPlan I m: (b)(6)  
45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Tue, Sep 29, 2020 at 8:11 AM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) wrote:  
Til then!

Get [Outlook for iOS](#)

---

**From:** Joie Goh (b)(6)  
**Sent:** Monday, September 28, 2020 8:07:50 PM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6)  
**Cc:** Chelsea Sim (b)(6); Irene Jay Liu (b)(6) trin Three (b)(6)  
**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hey Elisabeth!

As per calendar invite, see you in a few hours! (9PM SGT / 9AM EST)

On Tue, 29 Sep 2020 at 5:03 AM, Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) wrote:

Tuesday is perfect, thank you!

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

Demand for Immunization Team, Global Immunization Division, US CDC

| Supporting the WHO infodemic response

**M:** (b)(6)

**E:** (b)(6)

**From:** Chelsea Sim (b)(6)

**Sent:** Saturday, September 26, 2020 7:36 AM

**To:** Irene Jay Liu (b)(6)

**Cc:** Joie Goh (b)(6); Wilhelm, Elisabeth  
(CDC/DDPHSIS/CGH/GID) (b)(6) trin Three (b)(6)

**Subject:** Re: Invitation to speak: APAC Trusted Media Summit 2020

Hi Elisabeth,



We sure can get into a call with you coming Tuesday morning (does 10 AM SGT work for you?)  
sound to test out your audio visual!

If you choose to do a pre-recording, we can do Monday PM too.

Thank you

On Sat, Sep 26, 2020 at 7:23 AM Irene Jay Liu [REDACTED] wrote:

Hi Elisabeth,

That is excellent news! It is absolutely fine to do the presentation live, as you are the first up on Oct 1 (10pm EDT). We just need to meet up with you to test your connection, lighting and audio. @chelsea will set up some time for you

to meet and check.

This will be fine anyway as we'll do live q&a after.

Thanks!

Irene

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// sent from a small, temperamental keyboard //

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Thank you for your patience.

□

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**Elisabeth Wilhelm**

*Health Communications Specialist*

Demand for Immunization Team, Global Immunization Division, US CDC

| Supporting the WHO infodemic response

**M:** (b)(6)

**E:**

(b)(6)

**From:** Chelsea Sim

(b)(6)

**Sent:** Wednesday, September 23, 2020 12:15 PM

**To:** Irene Jay Liu

(b)(6)

**Cc:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) (b)(6) trin Three  
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Obtained by America First Legal Foundation through litigation.



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Irene

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Irene Jay Liu | Google

News Lab | (b)(6)

| (b)(6) | g.co/newslab

Chelsea Sim

Senior Events Executive | The MasterPlan 1 m

(b)(6)

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Chelsea Sim

Senior Events Executive | The MasterPlan | m: (b)(6)

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Chelsea Sim

Senior Events Executive | The MasterPlan | m:

(b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

Obtained by America First Legal Foundation through litigation.

--

Joie Goh

(sent from mobile - excuse the typos if any!)

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Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

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Irene Jay Liu | Google News Lab | (b)(6) | (b)(6) | [g.co/newslab](https://g.co/newslab)

Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Tue, 14 Sep 2021 19:45:07 +0000  
**To:** Jamal, Catherine (CDC/OD/OADC); Liz Lagone  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Ivermectin Questions for the CDC

Thank you Catherine!

---

**From:** Jamal, Catherine (CDC/OD/OADC) (b)(6)  
**Date:** Tuesday, September 14, 2021 at 3:03 PM  
**To:** Carrie Adams (b)(6) Liz Lagone (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Ivermectin Questions for the CDC

Good afternoon, Carrie and Liz,

I received the following response from a CDC Chief Medical Officer for the covid-19 response. It's long (includes citations) so I am putting my text in purple to differentiate it. Please let me know if you need anything else!

Catherine

(b)(4)

These responses are based on the independent advice of two national bodies of infectious diseases SME's expert in the treatment of COVID-19: NIH and the IDSA,

which have opined that there are not data that indicate ivermectin is effective in the ways described above.

**NIH COVID-19 Treat Panel:** [Ivermectin | COVID-19 Treatment Guidelines \(nih.gov\)](#)

#### Recommendation

- There is insufficient evidence for the COVID-19 Treatment Guidelines Panel (the Panel) to recommend either for or against the use of ivermectin for the treatment of COVID-19. Results from adequately powered, well-designed, and well-conducted clinical trials are needed to provide more specific, evidence-based guidance on the role of ivermectin in the treatment of COVID-19.

#### **Infectious Diseases Society Of America (IDSA):**

<https://www.idsociety.org/practice-guideline/covid-19-guideline-treatment-and-management/>, scroll down to “Recommendations 20-21: Ivermectin”

Recommendations (*Section last reviewed and updated 8/10/2021, Last literature search conducted 7/31/2021*)

- Recommendation 20: In hospitalized patients with COVID-19, the IDSA panel suggests against ivermectin outside of the context of a clinical trial. (Conditional recommendation, very low certainty of evidence)
- Recommendation 21: In ambulatory persons with COVID-19, the IDSA panel suggests against ivermectin outside of the context of a clinical trial. (Conditional recommendation, very low certainty of evidence)

**From:** Carrie Adams (b)(6)  
**Sent:** Tuesday, September 14, 2021 1:42 AM  
**To:** Liz Lagone; Jamal, Catherine (CDC/OD/OADC)  
**Subject:** Re: Ivermectin Questions for the CDC

+ Catherine as Carol is out this week

CA



---

**From:** Liz Lagone (b)(6)  
**Date:** Monday, September 13, 2021 at 5:45 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Carrie Adams (b)(6)  
**Subject:** Ivermectin Questions for the CDC

Hi Carol, hope you had a great weekend! Our team is really looking forward to our conversation next Tuesday, 9/21 on our vaccine misinformation policy developments—thank you so much for making the time and pulling the group together.

(b)(4)

Please let me know if you have any questions and thank you so much in advance for providing the CDC's insight into these claims!

Best,  
Liz

**From:** Payton Iheme  
**Sent:** Thu, 15 Jul 2021 16:05:28 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Carrie Adams  
**Subject:** Re: Meeting today...

Great sounds good.

I will pull down the meeting.

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Thursday, July 15, 2021 at 11:30 AM  
**To:** Payton Iheme (b)(6) Carrie Adams (b)(6)  
**Subject:** RE: Meeting today...

Nothing on my end regarding SG report other than I was happy to see it.

---

**From:** Payton Iheme (b)(6)  
**Sent:** Thursday, July 15, 2021 11:24 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Carrie Adams (b)(6)  
**Subject:** Re: Meeting today...

Thanks so much Carol,

I think we can pull down.

Anything for us/additional steps coming out of the HHS/Surgeon General announcement today on misinformation ?

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Thursday, July 15, 2021 at 11:22 AM  
**To:** Carrie Adams (b)(6) Payton Iheme (b)(6)  
**Subject:** Meeting today...

While I always hate to a opportunity to meet with you guys, I did want to mention that we don't have any specific questions or agenda items on our end today. But happy to meet if you do.

**From:** Carrie Adams  
**Sent:** Wed, 23 Jun 2021 16:17:34 +0000  
**To:** Aspinwall, Brooke (CDC/DDID/NCIRD/OD)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: (b)(4)  
**Attachments:** image002.png

Hi Brooke —  
Here's what I'm getting from my folks:  
//  
Hi Carrie,  
Thanks for flagging this.

(b)(4)

Thanks,  
Anukriti //

**Carrie E. Adams**  
**facebook, inc.** | politics & government

(b)(6)

(b)(6)

On Jun 23, 2021, at 9:51 AM, Aspinwall, Brooke (CDC/DDID/NCIRD/OD) wrote: (b)(6)

Hi Carrie (b)(4)

<image002.png>

Can you assist?

Thanks!

**Brooke Aspinwall**  
Health Communication Specialist  
JIC Social Media  
COVID-19 Response  
Centers for Disease Control and Prevention  
Phone: 404-718-5914 (work); (b)(6) cell)  
(b)(6)

---

**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)  
**Subject:** (b)(4)

Hi All,

Welcome back from Memorial Day!

(b)(4)

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.

(b)(4)

by America First Legal Foundation through

**From:** Carrie Adams  
**Sent:** Wed, 23 Jun 2021 14:39:40 +0000  
**To:** Aspinwall, Brooke (CDC/DDID/NCIRD/OD)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: (b)(4)

Hi Brooke – will pass this along to the right folks and get back to you asap!

---

**From:** Aspinwall, Brooke (CDC/DDID/NCIRD/OD) (b)(6)  
**Date:** Wednesday, June 23, 2021 at 9:51 AM  
**To:** Carrie Adams (b)(6)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** RE: (b)(4)

Hi Carrie, (b)(4)

(b)(4)

Can you assist?

Thanks!

**Brooke Aspinwall**

Health Communication Specialist

JIC Social Media

COVID-19 Response

Centers for Disease Control and Prevention

Phone: 404-718-5914 (work); (b)(6) (cell)

(b)(6)

**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)  
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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!

(b)(4)

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:** 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 (b)(4)  
(b)(4) And thank you all so much for your input over the last week on our many questions about vaccine misinformation relative to the EUA.

(b)(4)

(b)(4) 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.

(b)(4)

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



(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)



**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! (b)(4) 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.

(b)(4)

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

**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

Hi Carol, Kristen, and team!

Kristen, thanks so much for confirming the (b)(4)

(b)(4) And thank you all so much for your input over the last week on our many questions about vaccine misinformation relative to the EUA.

(b)(4)

(b)(4) 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.

(b)(4)

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

Best,

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)



**Liz Lagone (she/her)**

Health & Well-Being Policy

[Meta](#)

Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Tue, 18 Jan 2022 21:29:10 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Liz Lagone; Will Carlson  
**Cc:** Gordon, Stephanie (CDC/OD/OADC)  
**Subject:** Re: Omicron Policy Updates

Thank you Carol!

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>  
**Date:** Tuesday, January 18, 2022 at 2:59 PM  
**To:** Carrie Adams <(b)(6)> Liz Lagone <(b)(6)> Will Carlson <(b)(6)>  
**Cc:** Gordon, Stephanie (CDC/OD/OADC) <(b)(6)>  
**Subject:** RE: Omicron Policy Updates

Answers to the other parts of the questions below. Let us know if you need anything else.

(b)(4)

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

(b)(4)



(b)(4)

---

**From:** Carrie Adams (b)(6)  
**Sent:** Wednesday, January 12, 2022 4:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Liz Lagone (b)(6) Will Carlson (b)(6)  
**Cc:** Gordon, Stephanie (CDC/OD/OADC) (b)(6)  
**Subject:** Re: Omicron Policy Updates

Apologies – added the wrong colleague.  
[@Liz Lagone](#) and [@Will Carlson](#): your thoughts here?

---

**From:** Carrie Adams (b)(6)  
**Date:** Tuesday, January 11, 2022 at 1:21 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Gordon, Stephanie (CDC/OD/OADC) (b)(6) Jessica Zucker (b)(6)  
**Subject:** Re: Omicron Policy Updates

Adding my colleague Jessica to evaluate.

CA

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Tuesday, January 11, 2022 at 1:20 PM  
**To:** Carrie Adams (b)(6)  
**Cc:** Gordon, Stephanie (CDC/OD/OADC) (b)(6)  
**Subject:** RE: Omicron Policy Updates

I've got 2 answers but looks like its going to be tomorrow on other two. If this is not enough context and we need SMEs on a call, let me know

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

(b)(4)

(b)(4)

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

(b)(4)

[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>

---

**From:** Carrie Adams (b)(6)

**Sent:** Tuesday, January 11, 2022 1:17 PM

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

**Cc:** Gordon, Stephanie (CDC/OD/OADC) (b)(6)

**Subject:** Re: Omicron Policy Updates

Hi Carol!

Following up on this.

Thank you!

---

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

**Date:** Friday, January 7, 2022 at 3:23 PM

**To:** Carrie Adams (b)(6)

**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.**

(b)(4)

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

(b)(4)

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

(b)(4)

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

(b)(4)

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[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>

Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Fri, 7 Jan 2022 20:24:00 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Gordon, Stephanie (CDC/OD/OADC)  
**Subject:** Re: Omicron Policy Updates

Amazing thank you!  
As much context as possible would be helpful.

**Carrie E. Adams**

**Meta** | politics & government

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

On Jan 7, 2022, at 3:23 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

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.**

(b)(4)

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

(b)(4)

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

(b)(4)

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

(b)(4)

Obtained by America First Legal Foundation through litigation.



**From:** Payton Iheme  
**Sent:** Thu, 28 Jan 2021 12:16:21 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Priya Gangolly  
**Subject:** Re: Regular Facebook meetings - need to change times

Ok, thank you.

Get [Outlook for iOS](#)

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

**Sent:** Thursday, January 28, 2021 7:13:18 AM

**To:** Payton Iheme (b)(6) Priya Gangolly (b)(6)

**Subject:** RE: Regular Facebook meetings - need to change times

I'm hoping next week it will be official. But, could be the following week.

---

**From:** Payton Iheme (b)(6)

**Sent:** Wednesday, January 27, 2021 10:02 PM

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

**Subject:** Re: Regular Facebook meetings - need to change times

This sounds great!!

When do you think they would start?

Best,

Payton

---

**From:** Carol Crawford (b)(6)

**Date:** Wednesday, January 27, 2021 at 8:13 PM

**To:** Payton Iheme (b)(6) Priya Gangolly (b)(6)

**Subject:** RE: Regular Facebook meetings - need to change times

Census is starting to ramp up now. They proposed weekly meetings like they had with Facebook before and we'd participate. I think I get the idea of what it is like. If we go with their model, seems like we are covered? Or think we need to discuss the options?

---

**From:** Payton Iheme (b)(6)

**Sent:** Wednesday, January 27, 2021 7:57 PM

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

**Subject:** Re: Regular Facebook meetings - need to change times

Calendar invite has changed! : )

Carol,

One item that came up was the status of the misinformation workstream discussions. I know that the Census item was a part of discussions on your side and there may be an update. Just trying to understand the status of that work.

I know you wanted to wait until you had more people available to focus more concretely on

(b)(4)

Or do you already know what is possible based on your discussions?

\*\*The topic of COVID-19 misinfo came up at the very top of every discussion with the Biden team over the last months.

Best,

Payton

---

**From:** Carol Crawford (b)(6)

**Date:** Wednesday, January 27, 2021 at 6:17 PM

**To:** Priya Gangolly (b)(6) Payton Iheme (b)(6)

**Subject:** RE: Regular Facebook meetings - need to change times

Thank you!

---

**From:** Priya Gangolly (b)(6)

**Sent:** Wednesday, January 27, 2021 5:48 PM

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

**Subject:** Re: Regular Facebook meetings - need to change times

Hi Carol,

We chatted in the meeting today about changing the meeting time and Thursdays at 3pm Eastern seemed to work for everyone. We'll send out an updated invite.

Thanks,  
Priya

---

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

**Date:** Wednesday, January 27, 2021 at 4:20 AM

**To:** Priya Gangolly (b)(6) Payton Iheme (b)(6)

**Subject:** Regular Facebook meetings - need to change times



I now have another important standing meeting at 3pm on Wednesdays that I cannot move. Jay can cover the meeting today. But could we consider a new time? 3pm on Thur? Or what is your availability and I can check schedules here?

Thanks & sorry!

Obtained by America First Legal Foundation through litigation.

**From:** Jessica Zucker  
**Sent:** Tue, 21 Sep 2021 12:41:39 +0000  
**To:** Jamal, Catherine (CDC/OD/OADC); Carrie Adams; Liz Lagone; Jenna Hand  
**Cc:** Bretthauer-Mueller, Rosemary (CDC/DDID/NCIRD/OD)  
**Subject:** Re: Reminder about tomorrow's Facebook Meeting on Long Term Vaccine Policy

Thanks Catherine! I've never met another Zucker, we'll have to compare family ancestry trees at some point 😊

---

**From:** Jamal, Catherine (CDC/OD/OADC) (b)(6)  
**Date:** Monday, 20 September 2021 at 18:36  
**To:** Carrie Adams (b)(6) Jessica Zucker (b)(6) Liz Lagone (b)(6) Jenna Hand (b)(6)  
**Cc:** Bretthauer-Mueller, Rosemary (CDC/DDID/NCIRD/OD) (b)(6)  
**Subject:** RE: Reminder about tomorrow's Facebook Meeting on Long Term Vaccine Policy

Added Liza, Jessica, and Jenna to the invite.

And Jessica your last name was a fun, rare sight for me so I had to mention it – half my family are Zuckers 😊

---

**From:** Carrie Adams (b)(6)  
**Sent:** Monday, September 20, 2021 1:18 PM  
**To:** Jamal, Catherine (CDC/OD/OADC) (b)(6) Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) (b)(6) Downs, Alycia E. (CDC/DDID/NCIRD/OD) (b)(6) Fisher, Allison Michelle (CDC/DDID/NCIRD/OD) (b)(6) Sokler, Lynn (CDC/OD/OADC) (b)(6) Witbart, Lauren Ann (CDC/DDID/NCIRD/OD) (b)(6) Mitchell, Jennifer R. (CDC/OD/OADC) (b)(6) Jessica Zucker (b)(6) Liz Lagone (b)(6) Jenna Hand (b)(6)  
**Cc:** Bretthauer-Mueller, Rosemary (CDC/DDID/NCIRD/OD) (b)(6)  
**Subject:** Re: Reminder about tomorrow's Facebook Meeting on Long Term Vaccine Policy

Thank you so much, Catherine!

Adding Liz Lagone, Jessica Zucker, and Jenna Hand from team FB who will be joining / for vis tomorrow; I am double booked during some of tomorrow's meeting so Liz will be kicking off the questions – we are in final discussions on the questions, so don't have a pre-read (hope that's ok!).

Looking forward to it!

CA

---

**From:** Jamal, Catherine (CDC/OD/OADC) (b)(6)  
**Date:** Monday, September 20, 2021 at 10:53 AM  
**To:** Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) (b)(6) Downs, Alycia E.

(CDC/DDID/NCIRD/OD) (b)(6) Fisher, Allison Michelle (CDC/DDID/NCIRD/OD)  
(b)(6) Sokler, Lynn (CDC/OD/OADC) (b)(6) Witbart, Lauren Ann  
(CDC/DDID/NCIRD/OD) (b)(6) Mitchell, Jennifer R. (CDC/OD/OADC) (b)(6)  
Carrie Adams (b)(6)

**Cc:** Bretthauer-Mueller, Rosemary (CDC/DDID/NCIRD/OD) (b)(6)

**Subject:** Reminder about tomorrow's Facebook Meeting on Long Term Vaccine Policy

Thank you all in advance for your time! Just let me or Carrie Adams at Facebook (also on this invite) know if you have any pre-call questions for Facebook. (And, Carrie, please let me or Cynthia Jorgensen know if you have any pre-call questions for CDC!)

Many thanks,  
Catherine ☺

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

**From:** Jamal, Catherine (CDC/OD/OADC)

**Sent:** Monday, September 13, 2021 10:24 AM

**To:** Jamal, Catherine (CDC/OD/OADC); Jorgensen, Cynthia (CDC/DDID/NCIRD/OD); Downs, Alycia E. (CDC/DDID/NCIRD/OD); Fisher, Allison Michelle (CDC/DDID/NCIRD/OD); Sokler, Lynn (CDC/OD/OADC); Witbart, Lauren Ann (CDC/DDID/NCIRD/OD); Mitchell, Jennifer R. (CDC/OD/OADC); Carrie Adams

**Cc:** Bretthauer-Mueller, Rosemary (CDC/DDID/NCIRD/OD)

**Subject:** Facebook Meeting on Long Term Vaccine Policy

**When:** Tuesday, September 21, 2021 12:00 PM-1:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Microsoft Teams Meeting

(Adding FB to this meeting invite.) Thank you all in advance for your time and expertise. This CDC-Facebook meeting will focus on general vaccines, including childhood vaccination. Dial in info below.

See you then!  
Catherine Jamal, MS HCI  
Digital Media Branch, OADC, CDC

**From:** Carrie Adams (b)(6)

**Sent:** Tuesday, September 7, 2021 12:57 PM

**Cc:** Jamal, Catherine (CDC/OD/OADC) (b)(6)

**Subject:** Long Term Vaccine Policy

Hi Catherine,

Hope you had a good long weekend!

I've just gotten a request from my policy counterparts for a meeting to discuss long term vaccine policy; we're hoping to get an hour on the calendar in the next two weeks or so.

For more context on who we think could be helpful from your teams to join:

(b)(4)

Talk soon!  
Carrie

---

## Microsoft Teams meeting

**Join on your computer or mobile app**

[Click here to join the meeting](#)

**Or call in (audio only)**

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

Phone Conference ID: (b)(6) #

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

---

**From:** Todd O'Boyle  
**Sent:** Fri, 16 Apr 2021 08:35:22 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Request for problem accounts

Hi Carol -

Thank you so much for this; we actioned (by labeling or removing) the Tweets in violation of our Rules.

Warmest,  
TO

On Wed, Apr 14, 2021 at 3:16 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

The Census team put this spreadsheet together with four example areas. Is this what you had in mind?

- Vaccines aren't FDA approved
- Fraudulent cures
- VAERS data taken out of context
- Infertility

---

**From:** Todd O'Boyle (b)(6)  
**Sent:** Thursday, April 8, 2021 8:27 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Request for problem accounts

Hi Carol -

I'm looking forward to setting up regular chats; my team has asked for examples of problematic content so we can examine trends. All examples of misinformation are helpful, but in particular, if you have any examples of fraud - such as fraudulent covid cures, fraudulent vaccine cards, etc, that would be very helpful.

Thanks in advance,

TO

**CAUTION:** This message originated externally. Please use caution when clicking on links or opening attachments.

Obtained by America First Legal Foundation through litigation.



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 9 Apr 2021 18:14:25 +0000  
**To:** Todd O'Boyle  
**Subject:** RE: Request for problem accounts

Yes, we'll get that to you early next week. Thanks for checking in.

---

**From:** Todd O'Boyle <(b)(6)>  
**Sent:** Thursday, April 8, 2021 8:28 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>  
**Subject:** Request for problem accounts

Hi Carol -

I'm looking forward to setting up regular chats; my team has asked for examples of problematic content so we can examine trends. All examples of misinformation are helpful, but in particular, if you have any examples of fraud - such as fraudulent covid cures, fraudulent vaccine cards, etc, that would be very helpful.

Thanks in advance,  
TO

Obtained by America First Legal Foundation through litigation.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 7 Jun 2021 16:20:56 +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

This piece has been posted, FYI.

[Myths and Facts about COVID-19 Vaccines | CDC](#)

## Can receiving a COVID-19 vaccine cause you to be magnetic?



**No.** 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. All COVID-19 vaccines are free from metals such as iron, nickel, cobalt, lithium, and rare earth alloys, as well as any manufactured products such as microelectronics, electrodes, carbon nanotubes, and nanowire semiconductors. In addition, the typical dose for a COVID-19 vaccine is less than a milliliter, which is not enough to allow magnets to be attracted to your vaccination site even if the vaccine was filled with a magnetic metal.



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, (b)(4)

(b)(4)

Thank you,  
Liz

(b)(4)

---

**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 Iheme (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.

(b)(4)

Obtained by America First Legal Foundation through litigation.

---

**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 (b)(4)

(b)(4)

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.

---

**From:** Liz Lagone (b)(6)  
**Sent:** Monday, May 24, 2021 5:35 PM  
**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

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Monday, May 24, 2021 at 11:07 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

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.

---

**From:** Liz Lagone (b)(6)  
**Sent:** Monday, May 24, 2021 1:57 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Carrie Adams (b)(6) Payton Iheme (b)(6)  
**Subject:** RE\_It was this list, sorry! FW: Agenda item for CDC call this week

Hi Carol,

(b)(4)

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

(b)(4)

Obtained by America First Legal Foundation through litigation.

(b)(4)

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

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

**To:** Carrie Adams (b)(6)

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

Sent wrong e-mail!!!

---

**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:

(b)(4)

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.

(b)(4)

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.

**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 (b)(4)

(b)(4)

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.

---

**From:** Liz Lagone (b)(6)  
**Sent:** Monday, May 24, 2021 5:35 PM  
**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

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Monday, May 24, 2021 at 11:07 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

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.

---

**From:** Liz Lagone (b)(6)  
**Sent:** Monday, May 24, 2021 1:57 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Cc:** Carrie Adams (b)(6) Payton Iheme (b)(6)  
**Subject:** RE\_It was this list, sorry! FW: Agenda item for CDC call this week

Hi Carol,

(b)(4)

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

(b)(4)

(b)(4)

Obtained by America First Legal Foundation through litigation.

---

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

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

**To:** Carrie Adams (b)(6)

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

Sent wrong e-mail!!!

---

**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:

(b)(4)

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.

(b)(4)

Thanks so much,  
Liz

--

Liz Lagone | Health & Well-Being Policy



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 10 Mar 2021 14:54:05 +0000  
**To:** Payton Iheme; Chelsey Lepage  
**Subject:** RE: Themes that have been removed for misinform

Lets plan on next Thur then.

---

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, March 10, 2021 9:53 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Re: Themes that have been removed for misinform

No, would be surely rushed for this week. I meant to offer a future week or two weeks from now.

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Wednesday, March 10, 2021 at 9:49 AM  
**To:** Payton Iheme (b)(6) Chelsey Lepage (b)(6)  
**Subject:** RE: Themes that have been removed for misinform

I think it would be very rushed for this meeting. I checked with them and they could do it next Thur at 3 – we could give it the majority of time?

---

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, March 10, 2021 9:46 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Re: Themes that have been removed for misinform

Ok, let me take that as an action item to follow up with you on. Do you think you want this in the weekly meeting time slot or need to work around her schedule more?

Best,

Payton

Get [Outlook for iOS](#)

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Sent:** Wednesday, March 10, 2021 9:43:56 AM

**To:** Payton Iheme (b)(6) Chelsey Lepage (b)(6)

**Subject:** RE: Themes that have been removed for misinform

They want to see what you guys proactively have removed that might not be in those reports (but maybe it all is?). My guess is a short meeting with Lis Wilhelm vaccine confidence team is what is needed if FB is willing to do it. Doesn't seem to me like it should be part of the WH/HHS meeting.

---

**From:** Payton Iheme (b)(6)

**Sent:** Wednesday, March 10, 2021 9:36 AM

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

**Subject:** Re: Themes that have been removed for misinfo

And of course we are using Crowd Tangle as well to visualize current trends as well. Lauren has been working on that and can give a refresher if needed. I know that she has been sending reports as well.

Best,

Payton

---

**From:** Payton Iheme (b)(6)

**Date:** Wednesday, March 10, 2021 at 9:32 AM

**To:** Carol Crawford (b)(6) Chelsey Lepage (b)(6)

**Subject:** Re: Themes that have been removed for misinfo

Josh Peck would be the HHS rep once a meeting is confirmed based on that that I see him at previous discussions or meetings with the WH.

---

**From:** Carol Crawford (b)(6)

**Date:** Wednesday, March 10, 2021 at 9:30 AM

**To:** Payton Iheme (b)(6) Chelsey Lepage (b)(6)

**Subject:** RE: Themes that have been removed for misinfo

Oh, I assumed it was a report. Who at HHS is in the meeting?

---

**From:** Payton Iheme (b)(6)

**Sent:** Wednesday, March 10, 2021 9:27 AM

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

**Subject:** Re: Themes that have been removed for misinfo

It wasn't a report, but rather a discussion. We are setting up a meeting with WH/HHS to discuss more likely later this week or early next. Perhaps a CDC rep could participate or HHS share out.

Let me know what you are thinking.

Best,



Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Wednesday, March 10, 2021 at 9:24 AM  
**To:** Payton Iheme (b)(6) Chelsey Lepage (b)(6)  
**Subject:** RE: Themes that have been removed for misinfo

Yes. You mentioned that WH and HHS had asked so you'd get it to us. I think its wanted as part of analysis – so are you thinking there is no report/file to send?

---

**From:** Payton Iheme (b)(6)  
**Sent:** Wednesday, March 10, 2021 9:22 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Re: Themes that have been removed for misinfo

Are you looking for types of COVID-19 misinfo we remove?

I think it may be worth a separate meeting to have some of our leads discuss the approach/what they are seeing and doing. Would that work?

Best,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Wednesday, March 10, 2021 at 9:19 AM  
**To:** Payton Iheme (b)(6) Chelsey Lepage (b)(6)  
**Subject:** Themes that have been removed for misinfo

We mentioned this on the call last week and you said you'd be sending something as other had asked – is that available yet by chance?

**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 (b)(4) 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) (b)(6)

**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 (b)(6)

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

**To:** Payton Iheme (b)(6)

**Subject:** RE: This week's meeting

(b)(4)

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 Iheme (b)(6)

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

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

**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,

Payton

---

**From:** Carol Crawford (b)(6)  
**Date:** Tuesday, March 30, 2021 at 3:08 PM  
**To:** Payton Iheme (b)(6)  
**Subject:** RE: This week's meeting

Hope all is well too. I plan to join and listen in to the 3:30 meeting, FYI.

I added this part in yellow to our chain on turn.io so you probably missed it, did you have thoughts on how we can regularly meet with Census? I will also check back with others to see if they have other Qs that that were unanswered and get back to you.

So in follow up to today's meeting -- besides discussing things in more depth next Thur, am I correct that your team is going to consider how you might want to engage with the CDC/Census team routinely and get back to us? I'd be fine with using our existing time for this regular discussion if that end up working out best. I don't quite have a good vision yet on how it will work but I know you all have experience with Census already.

---

**From:** Payton Iheme (b)(6)  
**Sent:** Tuesday, March 30, 2021 2:42 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** This week's meeting

Hi Carol,

Hope all is well...as it can be. At least Spring is making an appearance.  
I wanted to surface any misinfo questions your team may have for the team that I had briefing last time. They are available to attend again, but also want to make sure we are answering any of your team's questions.

Best,

Payton

**FACEBOOK**

**Payton Iheme**  
U.S. Public Policy  
[Facebook](#)

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

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

---

**From:** Payton Iheme (b)(6)  
**Sent:** Tuesday, March 30, 2021 7:46 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: This week's meeting

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**From:** Carol Crawford (b)(6)  
**Date:** Tuesday, March 30, 2021 at 7:38 PM  
**To:** Payton Iheme (b)(6)  
**Subject:** RE: This week's meeting

(b)(4)

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Thanks!

---

**From:** Payton Iheme (b)(6)  
**Sent:** Tuesday, March 30, 2021 3:16 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: This week's meeting

Hi Carol,

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Payton

---

**From:** Carol Crawford (b)(6) >  
**Date:** Tuesday, March 30, 2021 at 3:08 PM  
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---

**From:** Payton Iheme (b)(6)  
**Sent:** Tuesday, March 30, 2021 2:42 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** This week's meeting

Hi Carol,

Hope all is well...as it can be. At least Spring is making an appearance.  
I wanted to surface any misinfo questions your team may have for the team that I had briefing last time. They are available to attend again, but also want to make sure we are answering any of your team's questions.

Best,

Payton

**FACEBOOK**

**Payton Iheme**

U.S. Public Policy

[Facebook](#)

Obtained by America First Legal Foundation through litigation.



**From:** Todd O'Boyle  
**Sent:** Tue, 23 Mar 2021 16:43:18 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Reggie McCrimmon  
**Subject:** Re: Vaccine Misinformation

Meredith and Megan to bcc. I can make next Wednesday work. Shall we say 12-1230?  
Best,  
TO

On Tue, Mar 23, 2021 at 1:03 PM Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)> wrote:

I understand. We have a standing meeting between 12-1 EST on Wed, would a window there work for you?

Thanks.

---

**From:** Todd O'Boyle <(b)(6)>  
**Sent:** Tuesday, March 23, 2021 12:28 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)>  
**Cc:** Meredith Lightstone <(b)(6)>; Megan Dorward <(b)(6)>; Dempsey, Jay H. (CDC/OD/OADC) <(b)(6)>; Reggie McCrimmon <(b)(6)>  
**Subject:** Re: Vaccine Misinformation

Hi Carol -

Thanks so much for getting in touch. We'd be glad to schedule a check in. With our CEO testifying before Congress this week is tricky - how does next Tuesday or Wednesday look for you?

On Tue, Mar 23, 2021 at 12:11 PM Crawford, Carol Y. (CDC/OD/OADC) <(b)(6)> wrote:

Hi Todd & Reggie – I wanted to check back in to see if this was possible?

---

**From:** Meredith Lightstone (b)(6)  
**Sent:** Friday, March 19, 2021 2:22 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6); Todd O'Boyle (b)(6)  
**Cc:** Megan Dorward (b)(6); Dempsey, Jay H. (CDC/OD/OADC) (b)(6); Reggie McCrimmon (b)(6)  
**Subject:** Re: Vaccine Misinformation

Hi Carol! I am adding in Todd and Reggie from our Public Policy team who will coordinate next steps.

Many thanks,

Meredith

On Thu, Mar 18, 2021 at 9:12 PM Meredith Lightstone (b)(6) wrote:

Hi Carol and Jay, this sounds great! I will chat with our internal teams about next steps and will follow up.

On Thu, Mar 18, 2021 at 8:34 PM Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Megan/Meredith – We are working on project with Census to leverage their infrastructure to identify and monitor social media for vaccine misinformation. We would like the opportunity to work with your trust team on a regular basis to discuss what we are seeing. I understand that you did this with Census last year as well. Are you all interested in scheduling something to kick it off and discuss next steps? I'm happy to discuss further as well.

Thank you!

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)

--



**Meredith Lightstone** | Government & Causes  
Twitter DC Office Ambassador  
she/her | [@merelights](https://twitter.com/merelights)



**WHAT'S HAPPENING**

--





**Meredith Lightstone** | Government & Causes  
Twitter DC Office Ambassador  
she/her | [@merelights](https://twitter.com/merelights)



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**From:** Carrie Adams  
**Sent:** Wed, 25 Aug 2021 21:01:18 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: VAERS Policy Consultation

Still checking — my Singapore colleague it's now 5am for her so I will know more later tonight and sort out!

**Carrie E. Adams**  
**facebook, inc.** | politics & government

(b)(4)

(b)(6)

On Aug 25, 2021, at 4:22 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

Just being sure we didn't land on anything yet – was Monday OK or are you still checking?

8:30 on Friday seems iffy but maybe possible.

---

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wednesday, August 25, 2021 10:32 AM  
**To:** Carrie Adams (b)(6)  
**Subject:** RE: VAERS Policy Consultation

What about Monday at 9:30 instead? It looks iffy before hand but maybe 8:30.

---

**From:** Carrie Adams (b)(6)  
**Sent:** Wednesday, August 25, 2021 10:25 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: VAERS Policy Consultation

I'm going to go back on everything I've said...(so sorry)  
One of my SMEs is in Singapore – 12 hours difference; is there any way we could do earlier Friday morning? And they think 30minutes works. Again, so sorry for the thrash.

CA

---

**From:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Date:** Wednesday, August 25, 2021 at 9:25 AM  
**To:** Carrie Adams (b)(6)  
**Subject:** RE: VAERS Policy Consultation

30 min? or 1 hr?

---

**From:** Carrie Adams (b)(6)  
**Sent:** Wednesday, August 25, 2021 9:24 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: VAERS Policy Consultation

Amazing!  
If your team needs to be on zoom , let's do that

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

On Aug 25, 2021, at 9:03 AM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

This works. We'll have 4 folks on from the VAERS team. Do you want me to send an appt with our teams or Zoom or what is best?

Thanks!

---

**From:** Carrie Adams (b)(6)  
**Sent:** Monday, August 23, 2021 2:48 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: VAERS Policy Consultation

No worries !

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

On Aug 23, 2021, at 2:47 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

I'm sorry but she is still out. She'll be back tomorrow but her calendar looks free so I think it's going to work out. Sorry for the delay.

---

**From:** Carrie Adams (b)(6)  
**Sent:** Monday, August 23, 2021 1:26:26 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: VAERS Policy Consultation

Happy Monday, Carol!  
Bumping so we can make sure to schedule this

---

**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:

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 (b)(4)  
(b)(4)

We have a few folks based in Singapore that would need to attend, so hoping an **11am , Friday August 27<sup>th</sup>** 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)

Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Wed, 25 Aug 2021 13:30:21 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: VAERS Policy Consultation

Let's go 1 hour and if we don't take the full time we can give it back

**Carrie E. Adams**

facebook, inc. | politics & government

(b)(6)

(b)(6)

On Aug 25, 2021, at 9:25 AM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

30 min? or 1 hr?

---

**From:** Carrie Adams (b)(6)  
**Sent:** Wednesday, August 25, 2021 9:24 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: VAERS Policy Consultation

Amazing!

If your team needs to be on zoom , let's do that

**Carrie E. Adams**

facebook, inc. | politics & government

(b)(6)

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No worries !



Carrie E. Adams

facebook, inc. | politics & government

(b)(6)

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Bumping so we can make sure to schedule this

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Wonderful!

Carrie E. Adams

facebook, inc. | politics & government

(b)(4)

(b)(6)

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Would that work for you?

CA

**Carrie E. Adams**  
**facebook, inc.** | politics & government  
[REDACTED] [REDACTED]

Obtained by America First Legal Foundation through litigation.



**From:** Carrie Adams  
**Sent:** Wed, 25 Aug 2021 21:00:36 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: VAERS Policy Consultation

Still waiting to hear from a few of my folks

**Carrie E. Adams**

facebook, inc. | politics & government

(b)(6)

(b)(6)

On Aug 25, 2021, at 4:22 PM, Crawford, Carol Y. (CDC/OD/OADC) (b)(6) wrote:

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**Sent:** Wednesday, August 25, 2021 10:32 AM  
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**Carrie E. Adams**

**facebook, inc.** | politics & government

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**Carrie E. Adams**

**facebook, inc.** | politics & government

(b)(6)

(b)(6)

Obtained by America First Legal Foundation through litigation.

**From:** Carrie Adams  
**Sent:** Thu, 26 Aug 2021 01:30:52 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: VAERS Policy Consultation

Monday 930am ET works great!

**Carrie E. Adams**

facebook, inc. | politics & government

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

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**facebook, inc.** | politics & government

(b)(6)

(b)(6)

Obtained by America First Legal Foundation through litigation.



**From:** Carrie Adams  
**Sent:** Thu, 19 Aug 2021 20:30:35 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: VAERS Policy Consultation

Oh thank you!  
No problem to hold til they get back online

**Carrie E. Adams**  
**facebook, inc.** | politics & government

(b)(6)

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**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.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 30 Apr 2021 12:53:41 +0000  
**To:** Eva Guidarini; Genelle Adrien; Payton Iheme; Chelsey Lepage  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: WY issue

Thank you!

---

**From:** Eva Guidarini (b)(6)  
**Sent:** Friday, April 30, 2021 8:53 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) (b)(6) Genelle Adrien (b)(6)  
Payton Iheme (b)(6) Chelsey Lepage (b)(6)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) (b)(6)  
**Subject:** Re: WY issue

Hi Everyone,

Just wanted to circle back and close the loop here. I connected with Holly and she was looking to get their immunize Wyoming Facebook page verified. We've gone ahead and verified the account. Let us know if you need anything else!

Best,

## FACEBOOK

Eva Guidarini

U.S. Politics & Government Outreach

E: (b)(6)

---

**From:** Eva Guidarini (b)(6)  
**Date:** Wednesday, April 28, 2021 at 9:57 PM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" (b)(6) Genelle Adrien  
(b)(6) Payton Iheme (b)(6) Chelsey Lepage  
(b)(6)  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" (b)(6)  
**Subject:** Re: WY issue

Thanks for the contact information, I just reached out.

Have a great night!

Best,

## FACEBOOK

Eva Guidarini

U.S. Politics & Government Outreach

E [REDACTED]

---

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" [REDACTED]

**Date:** Wednesday, April 28, 2021 at 7:02 PM

**To:** Genelle Adrien [REDACTED] Payton Iheme [REDACTED] Chelsey Lepage [REDACTED] Eva Guidarini [REDACTED]

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

**Subject:** RE: WY issue

Wonderful, if Eva wants to connect directly that would be great. There is not a e-mail chain directly that I can loop you into though. This was received via a meeting.

Holly Scheer

Community Partnership Coordinator

[REDACTED]

---

**From:** Genelle Adrien [REDACTED]

**Sent:** Wednesday, April 28, 2021 6:37 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) [REDACTED] Payton Iheme [REDACTED] Chelsey Lepage [REDACTED] Eva Guidarini [REDACTED]

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) [REDACTED]

**Subject:** Re: WY issue

Hi Carol—Thanks for flagging this to us. I am looping in my colleague Eva who leads our State team outreach. She can provide additional guidance here or connect with the Wyoming Dept. of Health team directly if you'd like to loop her in.

Thank you!

Genelle

---

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

**Date:** Wednesday, April 28, 2021 at 6:25 PM

**To:** Payton Iheme [REDACTED] Chelsey Lepage [REDACTED] Genelle Adrien [REDACTED]

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) [REDACTED]

**Subject:** RE: WY issue

Anything you all can do to help on this?

---

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

**Sent:** Friday, April 23, 2021 1:46 PM

**To:** Payton Iheme (b)(6) Chelsey Lepage (b)(6)

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

**Subject:** WY issue

The Wyoming Dept. of Health mentioned to one of our groups that the algorithms that Facebook and other social media networks are apparently using to screen out postings by sources of vaccine misinformation are also apparently screening out valid public health messaging, including WY Health communications. They were looking for advice about how to work with social media networks to ensure that verifiable information sources are not blocked.

Do you have someone that could perhaps talk to the state about this?

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