

[EXTERNAL] Alliance for Advancing Health Online

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Hi Georgeta, Tericka, Rebecca and Monica,

We wanted to let you know about a new initiative — the Alliance for Advancing Health Online — that Facebook launched last week along with partners at Merck, the World Health Organization, the World Bank, the MIT Initiative on the Digital Economy, Sabin Vaccine Institute, CDC Foundation, the Bay Area Global Health Alliance, and the Vaccine Confidence Project at the London School of Hygiene and Tropical Medicine. Facebook and Merck are contributing \$40M to the initiative, which is focused on advancing public understanding of how social media and behavioral sciences can be leveraged to improve the health of communities around the world.

As our first activity together, Alliance partners launched a new [Fund](#) that will provide grants to researchers and organizations for projects that explore how to use social media and digital platforms to build confidence in and drive uptake of vaccines. We'd be grateful for any help you can provide in disseminating the RFP with your network, as we are eager to attract a broad and diverse range of proposals.

We are especially excited about this effort because it builds on some of our campaigns with partners to-date — more information is available [here](#). We and the Alliance partners are also excited about opportunities to expand this work further, so would welcome the opportunity for further conversation to discuss synergies with your efforts. I am copying in Nisha and Molly from our health partnerships team who are leading this initiative and can join a follow-up conversation if desired.

Best,

Payton and team

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