

## Re: [EXTERNAL] Re: Census Trust & Safety Introduction

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**From:** Payton Itheme [Ex 6 - ]@fb.com>  
**To:** "Zaidi, Irum F. EOP/OVP" [Ex 6 - (5 U.S.C. Sec ]  
**Cc:** "Boland, Amira C. EOP/OMB" [Ex 6 - (5 U.S.C. Sec 552(b)(6))]  
**Date:** Mon, 23 Nov 2020 10:25:29 -0500

Hi Irum,

Do let me know. Our VP of Health was planning to join if Dr. Birx was joining. He drives all of our work on COVID and good to have that conversation moving workstreams along.

Either way, it can be a phone call to make it easier, but do confirm attendees on your end.

Best,

Payton

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**From:** "Zaidi, Irum F. EOP/OVP" [Ex 6 - (5 U.S.C. Sec ]  
**Date:** Monday, November 23, 2020 at 10:21 AM  
**To:** Payton Itheme [Ex 6 - ]@fb.com>  
**Cc:** "Boland, Amira C. EOP/OMB" [Ex 6 - (5 U.S.C. Sec 552(b)(6))]  
**Subject:** Re: [EXTERNAL] Re: Census Trust & Safety Introduction

I haven't been able to confirm Dr Birx's time today, I think a call with us is ok unless video is more effective.

Irum

On Nov 23, 2020, at 10:19 AM, Payton Itheme [Ex 6 - (5 U.S.C. ]@fb.com> wrote:

Hi Irum,

That time works for us. Noon today.

We use BlueJeans conference codes, but not sure you will be able to get the video to work. If this is just a call, then that will work.

If video is better, so everyone can see who they are speaking with, let me know if you have a system you prefer.

For now...I will hold with Bluejeans phone/video conference until I hear back from you.

Best,

Payton

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**From:** "Zaidi, Irum F. EOP/OVP" [Ex 6 - (5 U.S.C. Sec [REDACTED])]  
**Date:** Sunday, November 22, 2020 at 11:00 PM  
**To:** Payton Iheme [Ex 6 - [REDACTED]]@fb.com>  
**Cc:** "Boland, Amira C. EOP/OMB" [Ex 6 - (5 U.S.C. Sec 552(b)(6))]  
**Subject:** Re: [EXTERNAL] Re: Census Trust & Safety Introduction

Hi. How is noon eastern for everyone on Monday?  
Thanks,  
Irum

On Nov 21, 2020, at 4:47 PM, Payton Iheme [Ex 6 - [REDACTED]]@fb.com> wrote:

This information is extremely helpful Amira.  
We are looking at this now while we stand by for update on meeting/call.

Best,

Payton

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**From:** "Boland, Amira C. EOP/OMB" [Ex 6 - (5 U.S.C. Sec 552(b)(6))]  
**Date:** Saturday, November 21, 2020 at 3:10 PM  
**To:** Payton Iheme [Ex 6 - [REDACTED]]@fb.com>  
**Cc:** "Zaidi, Irum F. EOP/OVP" [Ex 6 - (5 U.S.C. Sec [REDACTED])]  
**Subject:** RE: Census Trust & Safety Introduction

Hey Payton,

I'll let Irum connect re: schedule to discuss in more detail, but wanted to quickly provide a few updates:

- Last night, the county-level data set went live, so over the next few weeks if you want to somehow bring in hyper-localized stats / alerts based on where users are located, it could be powerful to scrape this for the "Absolute change in % positivity rate" – that shows how fast it's spreading and quite frankly may be more resonate with people than total death count across the country.  
[>>>https://covid.cdc.gov/covid-data-tracker/#county-view<<<::](https://covid.cdc.gov/covid-data-tracker/#county-view) (maybe like a local weather alert? "COVID is spreading faster in Franklin County")
- States where there's increasing rates and individual level mitigation efforts are not strong enough: AK, AL, AR, CO, IA, ID, IN, KS, KY, MN, MO, MT, NE, NV, SD, TN, WI and WY.
- Some groups we need to act:
  - Midwestern men 35+
  - Non-Urban (e.g, smaller cities, rural that are road-tripping to see families – both women and men)

- Gen Z - College students
- Millennials
- Below is a forwarded email that HHS just sent their communications partners with a more focused message for the next week (and generally over the holiday season) – attached are images that CDC sent out yesterday morning with their comms kit. It can be edited / repurposed (there’s a place to insert a logo) or simply provide the information much better designers can recreate! Anything you can do to highlight actions people can be empowered with (e.g., “**Rethink travel, gather virtually, wear a mask**”) rather than just saying something like “learn more about COVID-19” would be great. (As in, if you had those actions link to guidance (rather than more generic “Learn more” when you flag something as related to COVID19), since most won’t click through, and the guidance is too long for most to read 😊)
  - Messages of duty e.g., “For your family, for your country” seem to be most resonate to young individuals and men. A summary of behavioral insights for comms is attached.
  - HHS just tweeted the simplified message and the visual tiles attached (somehow they showed the editable fields (ugh) in case it’s helpful to have a citation (again, feel free to update any visual presentations of information, y’all have way better designers)):
   
[>>>https://twitter.com/HHSGov/status/1329877180378189824?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Etweet<<<](https://twitter.com/HHSGov/status/1329877180378189824?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Etweet)

Cheers,

Amira

## Holiday Partner Resources Packages

### Key Message

Stay safe this holiday

1. Wear a mask
2. Rethink traveling
3. Keep gatherings small
4. Celebrate virtually if you can

Fewer get together, but still many reason to be thankful

### Additional Messages

- This Thanksgiving, think about celebrating in person with only the people in your household to ensure you have the safest holiday you can
  - Connect with other family and friends virtually to give thanks and share blessings
- Consider carefully whether you should travel this holiday—think about other ways you can celebrate
  - Remember—travel increases your risk of getting and spreading COVID-19

- If you are hosting a gathering, take steps to help prevent the spread of COVID-19
  - Keep any gatherings small, wear masks, and stay at least 6 feet apart
  - Consider having your gathering outdoors

**Featured Holiday Resources**

- Celebrating Thanksgiving: >>>><https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/thanksgiving.html><<<<;;
  - Everyone Can Make Thanksgiving Safer
    - >>>>[https://www.cdc.gov/coronavirus/2019-ncov/downloads/daily-life-coping/everyone\\_can\\_make\\_thanksgiving\\_safer.html.pdf](https://www.cdc.gov/coronavirus/2019-ncov/downloads/daily-life-coping/everyone_can_make_thanksgiving_safer.html.pdf)<<<<;;
  - Consider Other Thanksgiving Activities
    - >>>>[https://www.cdc.gov/coronavirus/2019-ncov/downloads/daily-life-coping/consider\\_other\\_thanksgiving\\_activities.html.pdf](https://www.cdc.gov/coronavirus/2019-ncov/downloads/daily-life-coping/consider_other_thanksgiving_activities.html.pdf)<<<<;;
  - This Holiday Season Do What’s Best for You and Your Loved Ones
    - >>>><https://www.cdc.gov/coronavirus/2019-ncov/your-health/coping-holiday-stress.html><<<<;;
  - Thanksgiving social media
    - >>>><https://www.cdc.gov/coronavirus/2019-ncov/communication/holidays.html><<<<;;
    - *Additional social media is attached*
- *I wear a mask because...:* >>>><https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/i-wear-a-mask-because.html><<<<;;
- Toolkit for Clinicians: >>>><https://www.cdc.gov/coronavirus/2019-ncov/communication/toolkits/clinicians.html><<<<;;

Things to Know about the COVID-19 Pandemic:

>>>><https://www.cdc.gov/coronavirus/2019-ncov/your-health/need-to-know.html><<<<;;

## [EXTERNAL] Alliance for Advancing Health Online

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**From:** Payton Iheme [Ex 6 - (b)(7)(C)]@fb.com>  
**To:** "Dragoiu, Georgeta (HHS/ASPA)" [Ex 6 - (5 U.S.C. Sec 552(b)(6))], tericka.lambert [Ex 6 - (5 U.S.C. Sec 552(b)(6))], monica.vines [Ex 6 - (5 U.S.C. Sec 552(b)(6))]  
**Cc:** Nisha Deolalikar [Ex 6 - (5 U.S.C. Sec 552(b)(6))@fb.com>, Carrie Adams [Ex 6 - (5 U.S.C. Sec 552(b)(6))@fb.com>, Julia Eisman [Ex 6 - (5 U.S.C. Sec 552(b)(6))@fb.com>, Molly Abbruzzese [Ex 6 - (5 U.S.C. Sec 552(b)(6))@fb.com>, Kevin Wysocki [Ex 6 - (5 U.S.C. Sec 552(b)(6))@fb.com>  
**Date:** Tue, 15 Jun 2021 16:37:35 -0400

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

**FACEBOOK**

Payton Iheme  
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