

[EXTERNAL] Re: Follow up re vaccine search infobox and other results

From: Stanley Onyimba <Ex 6 - (5 U.S.C. Sec)>
To: Karen DeSalvo <Ex 6 - (5 U.S.C. Sec)>
Cc: "Hsiang, Mina K. EOP/OMB" <Ex 6 - (5 U.S.C. Sec)>, "Slavitt, Andrew M. EOP/WHO" <Ex 6 - (5 U.S.C. Sec)>, joshua.peck@hhsEx , Jan Antonaros <Ex 6 - (5 U.S.C. Sec)>, Michael Howell <Ex 6 - (5 U.S.C. Sec)>, Megan Ryskamp <Ex 6 - (5 U.S.C. Sec)>
Date: Fri, 21 May 2021 18:12:29 -0400

Hi Mina,

Thank you for sharing your feedback with us. Throughout the pandemic, Google has been collaborating closely with health authorities like the CDC to highlight authoritative information, tips, and vaccine safety content to combat misinformation. We have also launched several initiatives and product features across Search, YouTube, and Maps to promote vaccine confidence including:

- **Highlighting vaccination locations in Google Search and Maps** including a PSA to prompt Americans to “find COVID19 vaccine location near me” for the next two weeks.
- **Creating our "[Get the Facts](#)" and "[Get Back To What You Love](#)" PSAs** that launched in April already have over 250 US million views.
- **Activating YouTube creators** through a homepage takeover, creator “shorts” and free emojis to inspire young people to get vaccinated.
- **Expanding our Google.org grants to 500 Community Based Organizations** to set up vaccination sites and reach out to communities of color and rural populations through the CDC Foundation, Partners in Health, Team Rubicon, VaccineFinder, Ad Council, and UnidosUS.
- **Broadening the reach of YouTube’s PSA campaign.** Our "[Get Back To What You Love](#)" PSAs will be promoted on YouTube, broadcast TV, radio, and paid social media aiming to reach 180M Americans (mostly 18-34 yrs) by the end of July, serving over 2.5B impressions.

We continue to update our products and campaigns to meet the most relevant user needs as the US vaccine landscape evolves, especially given the CDC’s recently expanded COVID-19 vaccine eligibility to everyone ages 12+. With that in mind, we have been working with our product teams on a few updates to our COVID-19 Vaccines Search experience to help users find the most relevant vaccine resources including:

“Getting the Vaccine” - highlighting Vaccines.gov and the hotline
Vaccines & Kids - highlighting the latest CDC guidance for children

We expect to launch and ramp the [vaccines.gov](#) and hotline updates as soon as possible. In the meantime, we will continue to promote vaccine confidence campaigns to address vaccine hesitancy.

Please let us know if you have any questions or would like to connect further about any of the updates above.

Thanks,
Stanley

On Fri, May 21, 2021 at 9:20 AM Karen DeSalvo <Ex 6 - (5 U.S.C. Sec [REDACTED])> wrote:

Thank you for this Mina. The teams are already working on this so we will get an update. Adding Stanley who is the best POC on the 1-800 and other info since he is in the mix on that work.

Jan can work on assembling key team members on the commonly asked questions area and other potential ideas.

Thanks!

On Thu, May 20, 2021, 7:17 PM Hsiang, Mina K. EOP/OMB <Ex 6 - (5 U.S.C. Sec [REDACTED])> wrote:

Karen,

Thanks again for your time yesterday, really appreciate it. This will be critically helpful for the nationwide vaccination effort.

Per our discussion, wanted to flag both the urgent item for you that would be a clear and simple win here in writing because it's pretty straightforward, and then would also love to meet with your team/the appropriate folks to sort out other items which could further be improved (like you mentioned answers to the frequently searched questions, etc). Let us know the best way to arrange that discussion.

The quick win-

As I noted, searching the major keywords related to vaccination (vaccine, vaccines, covid vaccine, etc) does not currently display and quick info for who and how to get vaccinated, but does return a "who can get vaccinated now" link which varies by state. We'd recommend removing that link (since it no longer varies by state, so the information can be surfaced directly) and adding a knowledge graph infobox at the top of the search results page with the following information:

Getting the COVID-19 Vaccine

Everyone age 12 and older living in the United States can get a COVID-19 vaccine free of charge, regardless of immigration status or health insurance.

Find COVID-19 vaccines near you:

- [Vaccines.gov](https://www.vaccines.gov)
- Text your Zip Code to 438829
- [800-232-0233](tel:8002320233)

[Alt contact info for Spanish]

- [Vacunas.gov](https://vacunas.gov)
- Text your Zip Code to 822862
- [800-232-0233](tel:800-232-0233)

And again, would also love to connect with the team. Let us know next steps there.

Thanks again for this critical work!

Best,
Mina

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