

From: Sharon Yang
Sent: Wed, 23 Oct 2019 20:20:36 +0000
To: Dempsey, Jay H. (CDC/OD/OADC)
Subject: Automatic reply: App review

Hello and thank you for your email.

I am currently working from FB HQ in Menlo Park (Pacific Time) from now until October 22nd and will be slow to respond.
Please expect a delay.

All the best,
Sharon

From: Dempsey, Jay H. (CDC/OD/OADC)
Sent: Fri, 22 Nov 2019 14:28:59 +0000
To: Sharon Yang
Cc: Layton, Kathleen (CDC/OD/OADC)
Subject: IG/IGTV Metrics Errors
Attachments: IGTV_Error.png, IGStoryMetrics_Error.png

Hi Sharon – We seem to be having some issue accessing metrics for some of our Instagram Story and IGTV content on our @cdcgov profile. See attached screen grabs. Both apps are up to date on our phones. Metrics for other IG stories display without issue. The error for the IG story is specific to content posted on a certain day (shown in screenshot). The IGTV issue impacts our two most recent IGTV posts. We are unable to see insights natively through IGTV (such as % watched).

Is there anything we can do to see the metrics?

Thanks as always!

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

Office: 404-498-2437

Mobile: 404-910-8478



Follow us on [Twitter](#)



Join us on [Facebook](#)

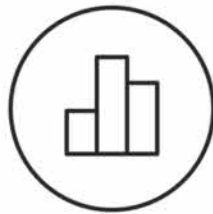
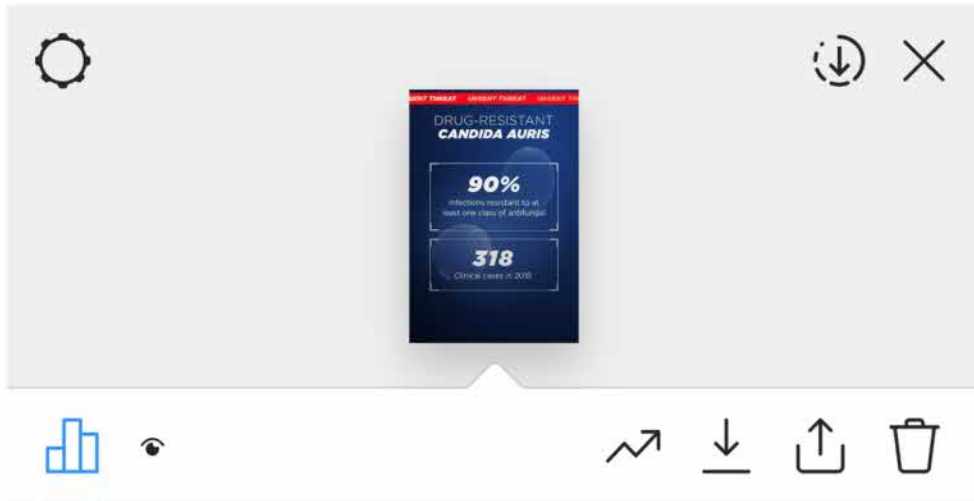
Flu vaccination
has been shown
to reduce a
pregnant woman's
risk of being
hospitalized
with flu by about 40%.



Insights

An unexpected error occurred.

Please try again later.



Insights

You'll see insights here once they become available.

Flu vaccination
has been shown
to reduce a
pregnant woman's
risk of being
hospitalized
with flu by about 40%.



higher risk for getting sick or being hospitalized
with flu.

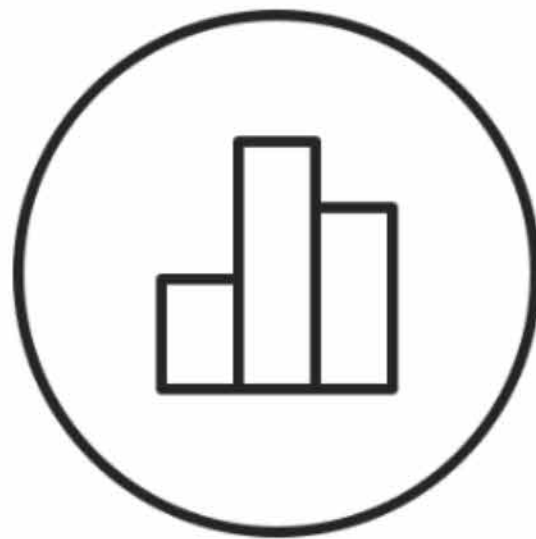
#FIGHT FLU



Insights

An unexpected error occurred.

Please try again later.

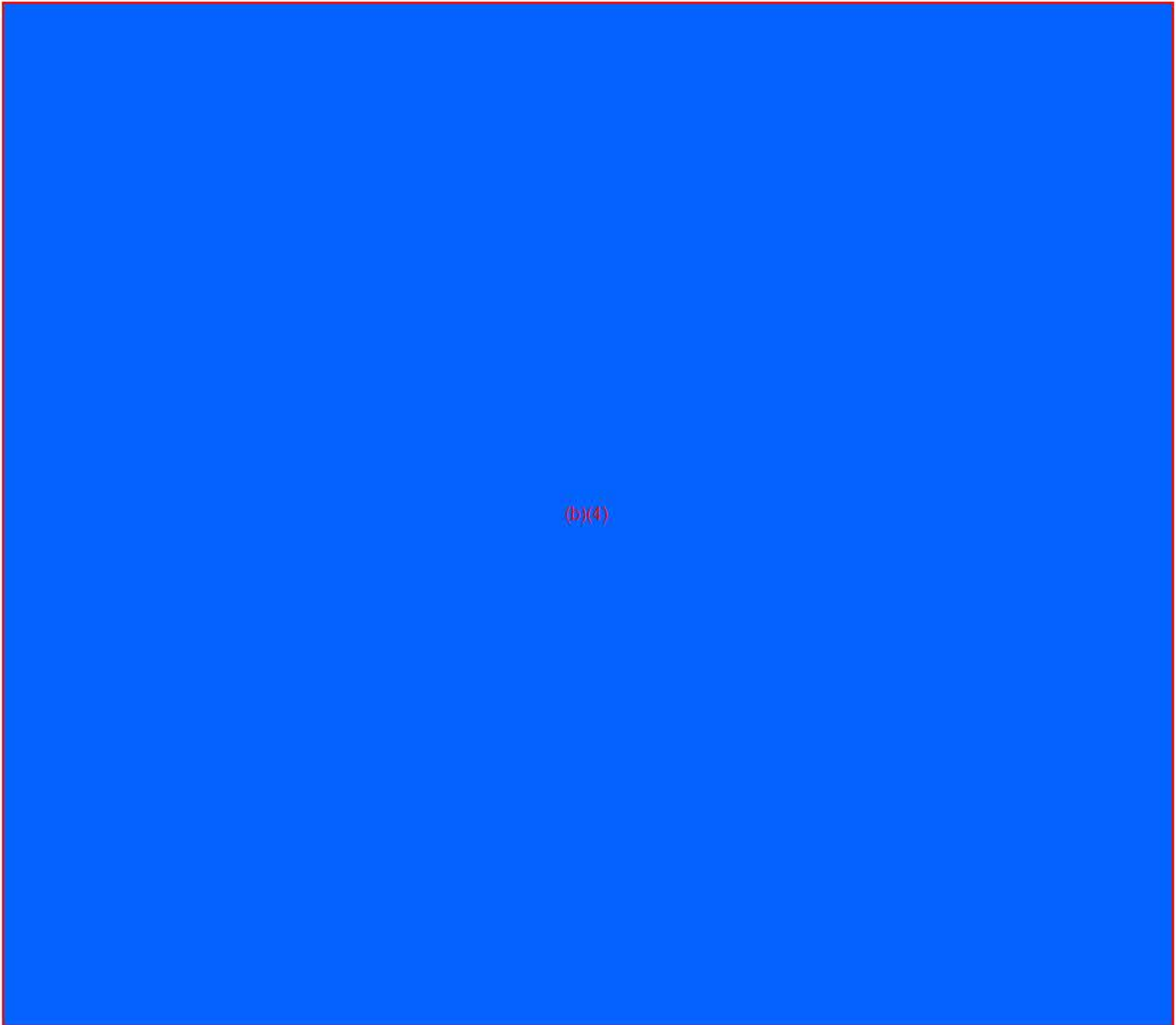


Insights

You'll see insights here once they become available.

From: Jason Hirsch
Sent: Tue, 23 Jul 2019 05:15:58 +0000
To: Connelly, Erin (CDC/DDID/NCIRD/OD); Schindelar, Jessica (CDC/DDID/NCEZID/DHQP); Nordlund, Kristen (CDC/DDID/NCIRD/OD); Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR); Nguyen, Lyn (CDC/DDID/NCEZID/DHQP); Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD)
Subject: Inform Options

Post-Testing Options to Discuss



(b)(4)

From: Dempsey, Jay H. (CDC/OD/OADC)
Sent: Thu, 10 Jan 2019 21:27:55 +0000
To: (b)(6)
Subject: Problem accessing carousel feature

Hello – I manage the Facebook page for the U.S. Centers for Disease Control and Prevention and am trying to get assistance with an issue we're seeing on our page regarding the image carousel feature. It seems to be missing. Appreciate any help you can provide. Also including copy from a message I sent to our previous contact in early December but never heard back. Please let me know if we are able to connect with a new point of contact.

Thank you!

From: Dempsey, Jay H. (CDC/OD/OADC)
Sent: Monday, December 3, 2018 12:59 PM
To: 'Andrew Katz' (b)(6)
Cc: Schindelar, Jessica (CDC/OD/OADC) <ghq1@cdc.gov>; Thapar, Preeti (CDC/OD/OADC) (CTR) <ijid2@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>
Subject: Problem accessing carousel feature

Hi Andrew- We had a Facebook post scheduled for today on CDC's page involving five images that we planned to publish using the carousel feature. However, we are seeing that the option to upload images as a carousel isn't available to us via our page. Has this feature been removed? Is there any way for us to continue using it on our page? Appreciate any help you can provide.

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

Office: 404-498-2437

Mobile: 404-910-8478

 Follow us on [Twitter](#)

 Join us on [Facebook](#)

From: Dempsey, Jay H. (CDC/OD/OADC)
Sent: Fri, 8 Nov 2019 15:56:42 +0000
To: Sharon Yang
Subject: RE: CDC App review
Attachments: Facebook Business Manager_11.8.19_CDC.JPG

Hi Sharon- Thanks for following up. Looks like we needed to upload the video detailing how the app would interact with Facebook, which is now done, so you should be able to see the request using the app ID. Sharing below for your reference. I'm also seeing that we need to verify our business page, but it looks like we've already done so? Please let me know how if there are additional steps we need to complete. Thanks again!!

Business manager ID: (b)(4), (b)(6)
App ID: (b)(4), (b)(6)

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

Office: 404-498-2437

Mobile: 404-910-8478

 Follow us on [Twitter](#)

 Join us on [Facebook](#)

From: Sharon Yang (b)(6)
Sent: Friday, November 1, 2019 7:34 AM
To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: Re: App review

Dear Jay,

Is there another submission # you have for the app? Our team had trouble trying to find it with the App ID you listed below. Can you also send a screenshot?

--

Sharon Yang | Politics & Government Outreach

facebook



From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Date: Friday, October 25, 2019 at 1:21 PM

To: Sharon Yang (b)(6)
Subject: RE: App review

Many thanks!

From: Sharon Yang (b)(6)
Sent: Friday, October 25, 2019 12:15 PM
To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Cc: David Offit (b)(6)
Subject: Re: App review

We'll try to get a status update for you!

--

Sharon Yang | Politics & Government Outreach



From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Date: Thursday, October 24, 2019 at 8:48 AM
To: Sharon Yang (b)(6)
Cc: David Offit (b)(6)
Subject: RE: App review

Thanks so much Sharon! The two ID numbers you requested are below. Really appreciate your help.

Business manager ID: (b)(4), (b)(6)
App ID: (b)(4), (b)(6)

Best-

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

Office: 404-498-2437
Mobile: 404-910-8478
 Follow us on [Twitter](#)
 Join us on [Facebook](#)

From: Sharon Yang (b)(6)
Sent: Wednesday, October 23, 2019 5:10 PM
To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Cc: David Offit (b)(6)
Subject: Re: App review

Jay,

Can you provide us with your Business Manager ID and the App ID? Unfortunately the screenshot has no info we can actually use to investigate.

Thanks!
Sharon

Get [Outlook for iOS](#)

From: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Sent: Wednesday, October 23, 2019 16:20
To: Sharon Yang
Subject: App review

Hi Sharon – We recently submitted an app for review through our business manager (Our page is facebook.com/cdc). Is there a way to check on its progress? Any help or info you can give me to relay back to our developers is appreciated.

App Review Requests

Current Request

Status: Draft Last Edited by: Jay Dempsey	Pending request: Page Public Content Access	Edit Request
---	--	------------------------------

Request History

Thanks!

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

Office: 404-498-2437

Mobile: 404-910-8478

 Follow us on [Twitter](#)

 Join us on [Facebook](#)

(b)(4)

From: Sharon Yang
Sent: Wed, 13 Nov 2019 16:56:39 +0000
To: Dempsey, Jay H. (CDC/OD/OADC)
Subject: Re: CDC App review

Jay,

I followed up with our teams and 1) yes your BM is verified and 2) here are the screencast requirements:

(b)(4) Our reviewers cannot make a determination based on the screencast you submitted. I would suggest resubmitting one that hits on the requirements described in the link.

All the best,
Sharon

--

Sharon Yang | Politics & Government Outreach
facebook
f i g v t w

From: Sharon Yang (b)(6)
Date: Monday, November 11, 2019 at 9:42 PM
To: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Subject: Re: CDC App review

Thanks Jay, I'll revisit this with our internal teams.

--

Sharon Yang | Politics & Government Outreach
facebook
f i g v t w

From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Date: Friday, November 8, 2019 at 10:57 AM
To: Sharon Yang (b)(6)
Subject: RE: CDC App review

Hi Sharon- Thanks for following up. Looks like we needed to upload the video detailing how the app would interact with Facebook, which is now done, so you should be able to see the request using the app ID. Sharing below for your reference. I'm also seeing that we need to verify our business page, but it looks like we've already done so? Please let me know how if there are additional steps we need to complete. Thanks again!!

Business manager ID: (b)(4), (b)(6)

App ID: (b)(4), (b)(6)


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

Office: 404-498-2437

Mobile: 404-910-8478

 Follow us on [Twitter](#)

 Join us on [Facebook](#)

From: Sharon Yang (b)(6)

Sent: Friday, November 1, 2019 7:34 AM

To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

Subject: Re: App review

Dear Jay,

Is there another submission # you have for the app? Our team had trouble trying to find it with the App ID you listed below. Can you also send a screenshot?

--

Sharon Yang | Politics & Government Outreach





From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

Date: Friday, October 25, 2019 at 1:21 PM

To: Sharon Yang (b)(6)

Subject: RE: App review

Many thanks!

From: Sharon Yang (b)(6)

Sent: Friday, October 25, 2019 12:15 PM

To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

Cc: David Offit (b)(6)

Subject: Re: App review

We'll try to get a status update for you!

--

Sharon Yang | Politics & Government Outreach



From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

Date: Thursday, October 24, 2019 at 8:48 AM

To: Sharon Yang (b)(6)

Cc: David Offit (b)(6)

Subject: RE: App review

Thanks so much Sharon! The two ID numbers you requested are below. Really appreciate your help.

Business manager ID: (b)(4), (b)(6)

App ID: (b)(4), (b)(6)

Best-

Jay H. Dempsey, M.Ed.

Social Media Team Lead

Digital Media Branch, Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

Office: 404-498-2437

Mobile: 404-910-8478



Follow us on [Twitter](#)



Join us on [Facebook](#)

From: Sharon Yang (b)(6)

Sent: Wednesday, October 23, 2019 5:10 PM

To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

Cc: David Offit (b)(6)

Subject: Re: App review

Jay,

Can you provide us with your Business Manager ID and the App ID? Unfortunately the screenshot has no info we can actually use to investigate.

Thanks!

Sharon

Get [Outlook for iOS](#)

From: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

Sent: Wednesday, October 23, 2019 16:20

To: Sharon Yang

Subject: App review

Hi Sharon – We recently submitted an app for review through our business manager (Our page is facebook.com/cdc). Is there a way to check on its progress? Any help or info you can give me to relay back to our developers is appreciated.

App Review Requests

Current Request

Status: Draft
Last Edited by: Jay Dempsey

Pending request: Page Public Content Access

[Edit Request](#)

Request History

Thanks!

Jay H. Dempsey, M.Ed.

Social Media Team Lead

Digital Media Branch, Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

Office: 404-498-2437

Mobile: 404-910-8478



Follow us on [Twitter](#)



Join us on [Facebook](#)

From: Sharon Yang
Sent: Wed, 18 Sep 2019 17:17:08 +0000
To: Mann, Steve (CDC/OD/OADC)
Cc: Dempsey, Jay H. (CDC/OD/OADC)
Subject: Re: CDC Facebook Live issue

From our tech stream last night: When I looked at the CDC page earlier, there was no option to stream using RTMP. The option is now available. I hope your vendor has been able to stream using RTMP. Let me know if there's anything else I can do.

--

Sharon Yang | Politics & Government Outreach
facebook


From: "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>
Date: Tuesday, September 17, 2019 at 4:41 PM
To: Sharon Yang (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Subject: Re: CDC Facebook Live issue

Thanks Sharon,

We are not going to broadcast on FB Live tomorrow and will instead direct people to the webcast.

We have another FB live on October 15. I'll let our broadcast group know about the end points and ask about ClearCaster.

Steve

Get [Outlook for iOS](#)

From: Sharon Yang (b)(6)
Sent: Tuesday, September 17, 2019 4:28:44 PM
To: Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: Re: CDC Facebook Live issue

I was told that unfortunately we no longer support RTMP endpoints for Pages. Do you have access to a ClearCaster encoder and where is the event?

--

Sharon Yang | Politics & Government Outreach

facebook



From: "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>
Date: Tuesday, September 17, 2019 at 8:34 AM
To: Sharon Yang (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Subject: RE: CDC Facebook Live issue

Sharon,

Below is from elemental:

It looks like we might need some time to resolve this as the certificate enforcement is happening within the SSL library. Do you have a workaround in place for your event on Wednesday? I hear that Facebook still supports RTMP endpoints and have not fully disabled it. Can you setup a RTMP output for your Facebook event while we investigate this. I will continue working this with the Engineering team tomorrow.

Is that an option?

Steve Mann

Health Communication Specialist
Digital Media Branch / Division of Public Affairs
Office of the Associate Director for Communication
Centers for Disease Control and Prevention

Office: 404.639.1702

Moblie: 470.424.0620

Follow us:   

From: Sharon Yang (b)(6)
Sent: Monday, September 16, 2019 2:54 PM
To: Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: Re: CDC Facebook Live issue

We are still working on triaging this issue to see if its an issue on our side, but I think the update may help.

--

Sharon Yang | Politics & Government Outreach



From: Sharon Yang (b)(6)
Date: Monday, September 16, 2019 at 2:46 PM
To: "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Subject: Re: CDC Facebook Live issue

Our tech: I was able to stream to the page, so I don't think the issue is on the FB side. Have they updated their Elemental to the latest firmware?

--

Sharon Yang | Politics & Government Outreach



From: "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>
Date: Monday, September 16, 2019 at 2:28 PM
To: Sharon Yang (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Subject: RE: CDC Facebook Live issue

Yes, that is correct.

From: Sharon Yang (b)(6)
Sent: Monday, September 16, 2019 2:25 PM
To: Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: Re: CDC Facebook Live issue

To confirm, this is the page you are planning to go Live from? <https://www.facebook.com/CDC/>

Having our stream tech look into this.

--

From: "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>
Date: Monday, September 16, 2019 at 1:34 PM
To: Sharon Yang (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Subject: RE: CDC Facebook Live issue

Sharon,

This is what our broadcast people are telling me. Have you heard of anyone else running into this issue?

The SSL certificate is not allowing Our Element Live machine access to the Facebook server. When supplying the necessary information to access, the reply back is "access denied".

Steve Mann

Health Communication Specialist
Digital Media Branch / Division of Public Affairs
Office of the Associate Director for Communication
Centers for Disease Control and Prevention

Office: 404.639.1702
Mobile: 470.424.0620

Follow us:   

From: Sharon Yang (b)(6)
Sent: Monday, September 16, 2019 12:47 PM
To: Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>
Subject: Re: CDC Facebook Live issue

I received the following advice from one our stream techs:

Tell them to lower their resolution and frame rate to 720p30.

Let me know if that works!

--

Sharon Yang | Politics & Government Outreach



From: "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>
Date: Monday, September 16, 2019 at 12:23 PM
To: Sharon Yang [REDACTED]
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>
Subject: RE: CDC Facebook Live issue

Hey Sharon,

Just checking in to see if you had a chance to look through my emails last week. If you can email me back or give me a call 404-639-1702 I would appreciate it.

Steve Mann

Health Communication Specialist
Digital Media Branch / Division of Public Affairs
Office of the Associate Director for Communication
Centers for Disease Control and Prevention

Office: 404.639.1702
Moblie: 470.424.0620

Follow us:   

From: Mann, Steve (CDC/OD/OADC)
Sent: Thursday, September 12, 2019 11:00 AM
To: [REDACTED]
Subject: RE: CDC Facebook Live issue

Sharon,

Just wanted to touch base to see if you saw my email below. We have a Facebook Live scheduled for Wednesday of next week and can't currently stream to Facebook Live.

Thanks,

Steve Mann

Health Communication Specialist
Digital Media Branch / Division of Public Affairs
Office of the Associate Director for Communication

Centers for Disease Control and Prevention

Office: 404.639.1702
Moblie: 470.424.0620

Follow us:   

From: Mann, Steve (CDC/OD/OADC)
Sent: Wednesday, September 11, 2019 10:06 AM
To: (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Butler, Cassandra (CDC/OD/OADC) <csb6@cdc.gov>
Subject: CDC Facebook Live issue

Hey Sharon!

I'm reaching out because we are having an issue streaming to Facebook Live. We can't connect to the new server URL.

The last Facebook Live that worked had this server URL:
<rtmps://rtmp-pc.facebook.com:443/rtmp/>

New server URL:
<rtmps://live-api-s.facebook.com:443/rtmp/>

We are using Elemental to push the Facebook Live stream. We have confirmed with our IT folks that port 443 outbound is not being blocked.

Do you have any ideas on how to resolve it?

I'm happy to chat over the phone 404-639-1702.

Steve Mann

Health Communication Specialist
Digital Media Branch / Division of Public Affairs
Office of the Associate Director for Communication
Centers for Disease Control and Prevention

Office: 404.639.1702
Moblie: 470.424.0620

Follow us:   

From: David Offit
Sent: Tue, 17 Sep 2019 13:23:04 +0000
To: McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS); Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS); Sharon Yang
Cc: Dempsey, Jay H. (CDC/OD/OADC); Willis, Leigh A. (CDC/DDID/NCHHSTP/OD); Harris, Patrick (CDC/DDID/NCHHSTP/OD)
Subject: Re: Instagram Name Change: Government Organization

Thanks so much, Kristen. We are looking into this with our internal teams and will hopefully have more to share in a few hours. I'll follow up on progress later today just to let you know where we're at. If it seems like we'll need to discuss further, I'll let you know and we can set something up.

Thanks, and apologies for the delay.

David

From: "McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS)" <klm5@cdc.gov>
Date: Tuesday, September 17, 2019 at 9:00 AM
To: "Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS)" <wnv2@cdc.gov>, Sharon Yang
(b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Willis, Leigh A. (CDC/DDID/NCHHSTP/OD)" <lnw8@cdc.gov>, "Harris, Patrick (CDC/DDID/NCHHSTP/OD)" <pbh3@cdc.gov>, David Offit (b)(6)
Subject: RE: Instagram Name Change: Government Organization

Hello Sharon and David- I thought I would chime in and emphasize the urgency of this request. We promoted the IG name change to the world on Sept. 3, so each day we are sending people to a blank @stophivtogether page. If there are any issues or barriers to accomplishing our name change, would we be able to discuss that by phone today?

Many thanks,

*Kristen McCall, Senior Advisor
Prevention Communication Branch
Division of HIV/AIDS Prevention
Centers for Disease Control and Prevention
Mobile Phone: 404-886-7983
Pronouns: She, Her, Hers*

From: Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS) <wnv2@cdc.gov>
Sent: Monday, September 16, 2019 8:56 AM
To: Sharon Yang (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Willis, Leigh A. (CDC/DDID/NCHHSTP/OD) <lnw8@cdc.gov>; Harris, Patrick (CDC/DDID/NCHHSTP/OD) <pbh3@cdc.gov>; McCall, Kristen L.

(CDC/DDID/NCHHSTP/DHPIRS) <klm5@cdc.gov>; David Offit (b)(6)

Subject: RE: Instagram Name Change: Government Organization

Good morning Sharon,

I hope you had a great weekend! I am following up on the status of the username change for our Act Against AIDS Instagram? We are happy to jump on a call this week to provide any information that may help you. Please let me know if you have any questions.

Thanks,
Sloane

Sloane Bickerstaff (Bowman), MPH
Health Communication Specialist
Mass Media Team
Prevention Communication Branch (PCB)
Division of HIV/AIDS Prevention (DHAP)
Centers for Disease Control and Prevention (CDC)
Phone: (404) 718-5487 | E-mail: wnv2@cdc.gov

From: Sharon Yang (b)(6)

Sent: Wednesday, September 11, 2019 8:26 PM

To: Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS) <wnv2@cdc.gov>

Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Willis, Leigh A. (CDC/DDID/NCHHSTP/OD) <lnw8@cdc.gov>; Harris, Patrick (CDC/DDID/NCHHSTP/OD) <pbh3@cdc.gov>; McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS) <klm5@cdc.gov>; David Offit (b)(6)

Subject: Re: Instagram Name Change: Government Organization

Dear Sloane,

Adding in my colleague David here as well. We will happily help look into this username change and let you know if we need any more information or for you to take any additional steps.

Best,
Sharon

--

Sharon Yang | Politics & Government Outreach

facebook


From: "Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS)" <wnv2@cdc.gov>

Date: Wednesday, September 11, 2019 at 7:47 AM

To: Sharon Yang (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Willis, Leigh A. (CDC/DDID/NCHHSTP/OD)" <lnw8@cdc.gov>, "Harris, Patrick (CDC/DDID/NCHHSTP/OD)" <pbh3@cdc.gov>, "McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS)" <klm5@cdc.gov>
Subject: Instagram Name Change: Government Organization

Good morning Sharon,

My name is Sloane Bickerstaff and I am one of the social media coordinators in the Division of HIV/AIDS Prevention at the Centers for Disease Control and Prevention. Last week we launched our new campaign name changing it from Act Against AIDS to Let's Stop HIV Together. We have been trying to change the name of [our Instagram](#) to reflect the new campaign. I currently have a dummy account holding the name new campaign name [StopHIVTogether](#). However, every time I try to change [ActAgainstAIDS](#) to StopHIVTogetherr (adding the extra r until I change the dummy account to ActAgainstAIDS) "it says please contact Instagram support". Can you please help me change these names? This needs to happen as soon as possible. Please email me back or we can schedule a call if that would be easier. Thank you for your assistance!

Best,
Sloane

Sloane Bickerstaff (Bowman), MPH
Health Communication Specialist
Mass Media Team
Prevention Communication Branch (PCB)
Division of HIV/AIDS Prevention (DHAP)
Centers for Disease Control and Prevention (CDC)
Phone: (404) 718-5487 | E-mail: wv2@cdc.gov

From: David Offit
Sent: Tue, 17 Sep 2019 18:29:37 +0000
To: McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS); Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS); Sharon Yang
Cc: Dempsey, Jay H. (CDC/OD/OADC); Willis, Leigh A. (CDC/DDID/NCHHSTP/OD); Harris, Patrick (CDC/DDID/NCHHSTP/OD)
Subject: Re: Instagram Name Change: Government Organization

Hi all,

Thanks so much for your patience here. The Instagram account name has been successfully changed, and you can now find your account at <https://www.instagram.com/stophivtogether/>.

Please let me know if you have any other questions.

Thanks,

David

From: "McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS)" <klm5@cdc.gov>
Date: Tuesday, September 17, 2019 at 9:00 AM
To: "Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS)" <wnv2@cdc.gov>, Sharon Yang (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Willis, Leigh A. (CDC/DDID/NCHHSTP/OD)" <lnw8@cdc.gov>, "Harris, Patrick (CDC/DDID/NCHHSTP/OD)" <pbh3@cdc.gov>, David Offit (b)(6)
Subject: RE: Instagram Name Change: Government Organization

Hello Sharon and David- I thought I would chime in and emphasize the urgency of this request. We promoted the IG name change to the world on Sept. 3, so each day we are sending people to a blank @stophivtogether page. If there are any issues or barriers to accomplishing our name change, would we be able to discuss that by phone today?

Many thanks,

*Kristen McCall, Senior Advisor
Prevention Communication Branch
Division of HIV/AIDS Prevention
Centers for Disease Control and Prevention
Mobile Phone: 404-886-7983
Pronouns: She, Her, Hers*

From: Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS) <wnv2@cdc.gov>
Sent: Monday, September 16, 2019 8:56 AM

To: Sharon Yang (b)(6)
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Willis, Leigh A. (CDC/DDID/NCHHSTP/OD) <lnw8@cdc.gov>; Harris, Patrick (CDC/DDID/NCHHSTP/OD) <pbh3@cdc.gov>; McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS) <klm5@cdc.gov>; David Offit (b)(6)
Subject: RE: Instagram Name Change: Government Organization

Good morning Sharon,

I hope you had a great weekend! I am following up on the status of the username change for our Act Against AIDS Instagram? We are happy to jump on a call this week to provide any information that may help you. Please let me know if you have any questions.

Thanks,
Sloane

Sloane Bickerstaff (Bowman), MPH
Health Communication Specialist
Mass Media Team
Prevention Communication Branch (PCB)
Division of HIV/AIDS Prevention (DHAP)
Centers for Disease Control and Prevention (CDC)
Phone: (404) 718-5487 | E-mail: wrv2@cdc.gov

From: Sharon Yang (b)(6)
Sent: Wednesday, September 11, 2019 8:26 PM
To: Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS) <wrv2@cdc.gov>
Cc: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Willis, Leigh A. (CDC/DDID/NCHHSTP/OD) <lnw8@cdc.gov>; Harris, Patrick (CDC/DDID/NCHHSTP/OD) <pbh3@cdc.gov>; McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS) <klm5@cdc.gov>; David Offit (b)(6)
Subject: Re: Instagram Name Change: Government Organization

Dear Sloane,

Adding in my colleague David here as well. We will happily help look into this username change and let you know if we need any more information or for you to take any additional steps.

Best,
Sharon

--

Sharon Yang | Politics & Government Outreach
facebook


From: "Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS)" <wnv2@cdc.gov>
Date: Wednesday, September 11, 2019 at 7:47 AM
To: Sharon Yang (b)(6)
Cc: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Willis, Leigh A. (CDC/DDID/NCHHSTP/OD)" <lnw8@cdc.gov>, "Harris, Patrick (CDC/DDID/NCHHSTP/OD)" <pbh3@cdc.gov>, "McCall, Kristen L. (CDC/DDID/NCHHSTP/DHPIRS)" <klm5@cdc.gov>
Subject: Instagram Name Change: Government Organization

Good morning Sharon,

My name is Sloane Bickerstaff and I am one of the social media coordinators in the Division of HIV/AIDS Prevention at the Centers for Disease Control and Prevention. Last week we launched our new campaign name changing it from Act Against AIDS to Let's Stop HIV Together. We have been trying to change the name of [our Instagram](#) to reflect the new campaign. I currently have a dummy account holding the name new campaign name [StopHIVTogether](#). However, every time I try to change [ActAgainstAIDS](#) to StopHIVTogetherr (adding the extra r until I change the dummy account to ActAgainstAIDS) "it says **please contact Instagram support**". Can you please help me change these names? This needs to happen as soon as possible. Please email me back or we can schedule a call if that would be easier. Thank you for your assistance!

Best,
Sloane

Sloane Bickerstaff (Bowman), MPH
Health Communication Specialist
Mass Media Team
Prevention Communication Branch (PCB)
Division of HIV/AIDS Prevention (DHAP)
Centers for Disease Control and Prevention (CDC)
Phone: (404) 718-5487 | E-mail: wnv2@cdc.gov

From: Dempsey, Jay H. (CDC/OD/OADC)
Sent: Tue, 15 Oct 2019 20:32:38 +0000
To: (b)(6)
Cc: Walker, Michelle (CDC/OD/OADC)
Subject: RE: Question about API

Hi Sharon- Just wanted to follow up on my question about the Instagram Content Publishing API.
Thanks!

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

Office: 404-498-2437
Mobile: 404-910-8478

From: Dempsey, Jay H. (CDC/OD/OADC)
Sent: Wednesday, October 9, 2019 10:27 AM
To: (b)(6)
Cc: Walker, Michelle (CDC/OD/OADC) <uxb6@cdc.gov>
Subject: Question about API

Hi Sharon- I'm reaching out with a technical question and also to introduce myself. My name is Jay Dempsey and I lead social media at the U.S. Centers for Disease Control and Prevention (CDC.)

I understand that Instagram has moved to a new version of the API which only gives approved business partners the ability to create/publish content through the API. Our web developers tell me that the Instagram Content Publishing API is currently in a closed beta and not accepting any new partnerships.

Might CDC be able to gain access to the new API? While we don't operate as a "business", we are government organization and Instagram has become an important part of our social strategy. We want to make sure we're not missing out on being able to continue publishing content to the platform. Happy to set up a call with you and some of our developers if that would be helpful.

Thank you!

Best-

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

Office: 404-498-2437
Mobile: 404-910-8478

 Follow us on [Twitter](#)

 Join us on [Facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)
Sent: Wed, 6 Mar 2019 23:21:54 +0000
To: Stephanie Sasser; Payton Iheme; Jason Hirsch
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD); Nordlund, Kristen (CDC/DDID/NCIRD/OD); Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR); Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)
Subject: RE: Vaccine Misinfo
Attachments: Principal Controversies in Vaccine Safety in the US Destefano et al.pdf

Hi all – thanks again for the call yesterday! Following up with a few items as discussed. I'm also attaching for your reference a recent CDC publication outlining vaccine safety controversies. Access to the article is also available online here: <https://academic.oup.com/cid/advance-article/doi/10.1093/cid/ciz135/5316263?guestAccessKey=97c06ad9-e888-42f9-8d67-54aacf8a6968>. We look forward to future discussions.

1. Additional information sources:

Global

- [United Nations](#)
- [Doctors without Borders](#)
- [GAVI, the Vaccine Alliance](#)

Americas

- [National Academy of Sciences](#)
- [Pan American Health Organization](#)

Europe

- [European Centre for Disease Prevention and Control](#)
- [Institut Pasteur](#)
- [Vaccine Confidence Project](#)

2. CDC reactive statement

[CDC.gov](#) is America's online source for credible health information. We are committed to providing up-to-date, science-based recommendations that anyone, including parents, kids, health departments, and healthcare providers, can use to make informed health decisions.

Thanks!
Jessica

Jessica Schindelar, MPH
Office: 404-498-6174
Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Tuesday, March 5, 2019 5:41 PM
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme (b)(6)

Jason Hirsch (b)(6)

Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>

Subject: RE: Vaccine Misinfo

Jessica and team,

Thank you again for taking the time to speak with us this afternoon. It was great to hear your perspective on our upcoming policies, and looking forward to learning from the CDC's vast expertise in vaccination information, as well as health information more broadly. There are no immediate action items ahead of the Thursday announcement, but I captured the following next steps:

- CDC to share list of authoritative sources on vaccine information (global and regional)
- CDC to consider press response to questions following announcement; would be great if you could share with us so that we can be prepared
- CDC to review the list of hoaxes Jason shared and help us identify any additional that may be missing
- FB to set up follow up meeting to discuss the above and begin conversations on health misinformation beyond vaccines

Please let me know if there's anything I missed. I'm also copying Jason on this thread who can respond to policy-specific questions, with Payton remaining your primary point of contact. Looking forward to connecting again soon.

All the best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Stephanie Sasser
Sent: Monday, March 4, 2019 12:45 PM
To: 'Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)' <ghq1@cdc.gov>; Payton Itheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jessica,

Let's do tomorrow March 5th at 3:30 ET. I'll send this group an invite with a link to video conference. Thanks again for the quick turnaround, and looking forward to speaking tomorrow!

Best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Sent: Monday, March 4, 2019 11:19 AM
To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Stephanie –

CDC staff on the cc line will be joining our call. We have availability on the following days/times:

Tuesday, March 5, 11am-12pm ET or 3:30-4:30pm ET
Wednesday, March 6, 3:30-4:30pm ET
Thursday, March 7, 1-2pm ET

Please let me know what might work best for you.

Thanks!
Jessica

Jessica Schindelar, MPH
Office: 404-498-6174
Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Monday, March 4, 2019 12:05 PM
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme (b)(6)
Subject: RE: Vaccine Misinfo

That sounds great, thanks Jessica! Glad we reached the right person at CDC. If possible to set up a 30 minute call today or tomorrow, that would be great. Let me know what works on your end.

Thanks again,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Sent: Monday, March 4, 2019 6:24 AM

To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)

Subject: RE: Vaccine Misinfo

Thanks Payton and Stephanie – this is great to hear and fits well with my new role. I moved to a different office at CDC in December and vaccine safety work is in the purview of my new office. I'm definitely interested in scheduling a meeting to learn more about the announcement and future plans. I will need to loop in colleagues from my office as well as our immunization communications teams; I can connect with them today and send over some options for availability this week.

Thanks!
Jessica

Jessica Schindelar, MPH
Office: 404-498-6174
Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)

Sent: Monday, March 4, 2019 9:19 AM

To: Payton Iheme (b)(6)

Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Subject: Re: Vaccine Misinfo

Many thanks Payton.

Jessica,
It's great to be connected with you. As Payton mentioned, we'd love to set up some time to speak to you and any of your colleagues about our work to limit the spread of misinformation about vaccines on our platform. It would be great to get your feedback on our approach and learn about additional resources that could be helpful. Please let me know if you're open to this and your availability this week for a call.

Thank you in advance, and look forward to connecting.

All the best,
Stephanie

On Mar 3, 2019, at 5:47 PM, Payton Itheme (b)(6) wrote:

Hi Jessica,

I hope that you are doing well.

Over the last few months, Facebook has been working on an effort to combat health misinformation, which we take very seriously.

Next week, we'll be announcing the first stage of this process which involves establishing new policies and action we're taking against misinformation about vaccines. The bedrock of this policy relies on widely debunked claims that we've gathered from published reports from a range of organizations including the CDC.

We plan to reference the CDC along with other health organizations in our announcement – just mentioning that your published work has helped inform our policy.

In the long term over the next few weeks, we'd like to explore convening partners in the health space to talk about misinformation more broadly, and how we can enhance our current strategies to combat it.

Would love to set up a call with you to discuss both the announcement next week and your thoughts around our longer term goals. Introducing you to my colleague Stephanie who is helping to lead this effort and can coordinate a meeting.

Best,

Payton

Facebook Public Policy

Principal Controversies in Vaccine Safety in the United States

Frank DeStefano, MD, MPH,¹ Heather Monk Bodenstab, PharmD,² Paul A. Offit, MD³

¹Immunization Safety Office, Centers for Disease Control and Prevention, Atlanta, GA

²Department of Pharmacy Services, The Children's Hospital of Philadelphia, Philadelphia, PA

³Division of Infectious Diseases, The Children's Hospital of Philadelphia, Philadelphia, PA

Corresponding author:

Frank DeStefano, MD, MPH

Immunization Safety Office

Centers for Disease Control and Prevention (CDC)

1600 Clifton Road, MS V18-4, Atlanta, GA 30329

Email: FDestefano@cdc.gov

Phone 404-498-0638, Fax 404-498-0666

Summary: Concerns about vaccine safety can lead to decreased acceptance of vaccines and resurgence of vaccine-preventable diseases. The main current controversies about the safety of vaccines are not supported by the available biological and epidemiologic evidence.

Published by Oxford University Press for the Infectious Diseases Society of America 2019. This work is written by (a) US Government employee(s) and is in the public domain in the US.

Key words: autism, autoimmunity, MMR vaccine, thimerosal, aluminum

Abstract

Concerns about vaccine safety can lead to decreased acceptance of vaccines and resurgence of vaccine-preventable diseases. We summarize the key evidence on some of the main current vaccine safety controversies in the United States, including: 1) MMR vaccine and autism; 2) thimerosal, a mercury-based vaccine preservative, and the risk of neurodevelopmental disorders; 3) vaccine-induced Guillain-Barré Syndrome (GBS); 4) vaccine-induced autoimmune diseases; 5) safety of HPV vaccine; 6) aluminum adjuvant-induced autoimmune diseases and other disorders; and 7) too many vaccines given early in life predisposing children to health and developmental problems. A possible small increased risk of GBS following influenza vaccination has been identified, but the magnitude of the increase is less than the risk of GBS following influenza infection. Otherwise, the biological and epidemiologic evidence does not support any of the reviewed vaccine safety concerns.

Vaccines have been among the greatest successes of modern medicine and public health. The development of highly effective vaccines coupled with successful immunization programs have led to high vaccination coverage resulting in the prevention of immeasurable suffering and deaths from vaccine preventable diseases. In fact, vaccines have been so successful that many people today have never seen or have no direct knowledge of the diseases that vaccines prevent. This has created an environment in which concerns about possible adverse effects of vaccines is having a greater impact on vaccine acceptance, resulting in decreasing vaccination coverage and increases in vaccine preventable diseases. Below, we provide a brief synopsis of what we believe is the most pertinent scientific evidence on some of the main current controversies in vaccine safety, with a focus primarily on the United States (Table). This is not meant to be a comprehensive systematic review of vaccine safety and we have not included discussion of known vaccine adverse reactions nor detailed consideration of the methods, strengths and limitations of included studies.

1. MMR vaccine and autism

Speculation that MMR vaccine may cause autism has been and continues to be among the most damaging controversies in vaccine safety. Numerous studies provide conclusive evidence that MMR vaccine does not cause autism, but some parents continue to have questions about a possible association. The lack of MMR vaccine acceptance by some parents or larger segments of the public has led to renewed outbreaks of measles in the United States and resurgence of measles in Europe.

The suggestion that MMR vaccine might cause autism was first raised in a report in *The Lancet* in 1998 [1]. Although the article was ultimately retracted by the journal because of improprieties in subject recruitment and financial conflicts of interest [2], the doubts it raised have lingered. The article was a descriptive report of the clinical features of 12 children who had a history of pervasive developmental disorder (9 had autism) and intestinal abnormalities. The only suggested link with MMR vaccination was that a parent or physician reported worsening of the child's behavioral problems shortly after receipt of MMR vaccine in 8 of the children. Despite

its limitations, the article generated intense media and public attention resulting in decreased MMR vaccination coverage, particularly in the UK, with resultant re-emergence of measles disease and deaths.

Autism is a neurodevelopmental condition that has a strong genetic component and whose genesis begins *in utero*. Thus, it is not likely that a post-natal exposure at about one year of age, when MMR vaccine is typically administered, could cause autism; indeed, not long after the publication of the 1998 *Lancet* article, a number of epidemiologic studies were published that did not find an association between MMR vaccination and autism. The first was also published in *The Lancet* in 1999 and involved an analysis of whether the introduction of MMR vaccine in the United Kingdom in 1988 affected the incidence of autism [3]. The authors found no sudden change in the incidence of autism after introduction of MMR vaccine and no association between receipt of the vaccine and development of autism. Using national population and healthcare registries, a retrospective review of all children (> 500,000) born in Denmark between 1991 and 1998 found no association between ages at the time of MMR vaccination, the time since vaccination, or the date of vaccination and the development of autism [4]. A study utilizing a major United Kingdom general practitioner database compared patients diagnosed with autism or other pervasive developmental disorders (PDD) over a 28-year period and similarly aged patients without those diagnoses; no association was found between MMR vaccine and risk of autism or other PDD [5]. A more recent study addressed the possibility that MMR vaccination is a risk factor only in certain high-risk children [6]. The study included about 100,000 younger siblings of children who had been diagnosed with autism spectrum disorder (ASD). The study found that receipt of MMR vaccine was not associated with increased risk of ASD even among children whose older siblings had ASD and, therefore, were presumed to be at higher risk for developing this disorder. Several other studies also have not found an increased risk of autism following MMR vaccination. These have been extensively reviewed by the National Academy of Medicine [7] and in a meta-analysis [8].

The evidence is strong that MMR vaccine does not cause autism.

2. Thimerosal and neurodevelopmental disorders

The mercury-containing preservative, thimerosal, has also been feared to possibly increase the risk of autism. Mercury is a naturally occurring element found in the earth's crust, air, soil, and water. Certain types of bacteria in the environment can change inorganic mercury to organic mercury (methylmercury). Methylmercury makes its way through the food chain in fish, animals, and humans. At high levels, it can be neurotoxic. Using standards for methylmercury, the Food and Drug Administration (FDA) conducted an assessment of mercury content in vaccines and found that infants up to 6 months of age could receive quantities of mercury from vaccines that exceeded Environmental Protection Agency recommended safety guidelines for methylmercury. Thimerosal, however, contains ethylmercury, not methylmercury. Ethylmercury is broken down and excreted much more rapidly than methylmercury and is therefore much less likely to accumulate in the body and cause harm. Nonetheless, as a precautionary measure, the United States transitioned to a childhood vaccine schedule free of thimerosal. Currently, in the United States only multi-dose vial influenza vaccines contain preservative quantities (i.e., 25 mcg per dose) of thimerosal and thimerosal-free influenza vaccine preparations are widely available.

A meta-analysis of several epidemiologic studies found no increased risk of autism associated with thimerosal-containing vaccines [8]. A large Danish study evaluated the incidence of autism in children born in Denmark between 1990-1996 who received either thimerosal-containing vaccines or thimerosal-free preparations of the same vaccine; the incidence of autism or autistic spectrum disorders did not differ significantly between the two groups [9]. A large U.S. case-control study found that prenatal and early life exposure to thimerosal from vaccines or immunoglobulins was not related to increased risk of ASDs [10]. In the U.S., all childhood vaccines containing thimerosal as a preservative (except multi-dose influenza vaccines) passed their expiration date by 2003 and were no longer available; nonetheless, autism prevalence continued to increase in the subsequent years [11]. Reviews of the evidence by the Institute of Medicine (IOM) concluded that evidence favored rejection of a causal association between thimerosal in vaccines and autism [7].

Related to concerns about autism, the possibility that thimerosal exposure could cause other developmental disabilities, such as speech problems or learning difficulties, has also been evaluated. Studies have not found an association between exposure to thimerosal in vaccines and neurodevelopmental problems. A large study in the United Kingdom evaluated the relationship between the quantity of thimerosal received from vaccines in the first 6 months of life with several measures of childhood cognitive and behavioral development between 6 and 91 months of age and found no evidence that early exposure to thimerosal had a negative effect on these outcomes [12]. In a U.S. cohort study, standardized tests were administered to children between 7 and 10 years of age to assess the association between neuropsychological performance and exposure to thimerosal from vaccines or immune globulins during the prenatal period, the neonatal period (0-28 days), and the first 7 months of life; results did not support an association between early life exposure to mercury and deficits in neuropsychological functioning at the age of 7 to 10 years [13]. An Italian study compared the neuropsychological performance 10 years after vaccination in two groups of children exposed randomly to different amounts of thimerosal from vaccines. Although a few differences were noted, the authors concluded that these differences were likely due to chance given the large number of statistical comparisons performed [14].

The evidence is strong that thimerosal in vaccines does not increase the risk of autism or other neurodevelopmental disorders.

3. Vaccines and Guillain-Barré Syndrome

Guillain-Barré syndrome (GBS) as a possible consequence of vaccination was first identified during the swine influenza vaccine program administered in the United States in 1976 [15]. At the time, the estimated risk of GBS following receipt of the swine flu vaccine was estimated to be about 1 per 100,000 recipients. Since then, the

association between influenza vaccine and GBS has been closely monitored and the findings have been variable; an increased risk has been detected in some seasons and not in others. A meta-analysis of studies published between 1981 and 2014 found that the receipt of any influenza vaccine carried a relative increased risk of GBS of 1.4 [16]. In the seasons when an increased risk has been found, the absolute increase has been one or two additional cases of GBS per million vaccinees. These studies, however, have accounted only for the short-term risk (usually within 42 days) following vaccination. Influenza infection is a stronger risk factor for GBS than is influenza vaccine; thus, during an entire influenza season, influenza vaccination has been shown to actually decrease the risk of GBS by protecting against influenza infection [17].

Additional studies of other vaccines have found that measles, mumps, rubella, human papillomavirus (HPV), meningococcal conjugate, polio, pneumococcal, varicella, *Haemophilus influenzae* type b (Hib), rabies, tetanus, diphtheria, hepatitis A, and hepatitis B vaccines do not increase the risk of GBS [18].

GBS has been inconsistently found to be associated with influenza vaccination, but the increase in risk is small and less than the increase in risk following natural influenza infection.

4. Vaccines and autoimmunity

Vaccines have also been feared to cause a variety of chronic autoimmune diseases. Autoimmunity involves an immune response directed against self-antigens and mechanisms are present at birth to prevent the development of such responses. The immune system anticipates that self-reactive T cells will be present and has mechanisms to control them. No mechanisms have been demonstrated to explain how vaccines could account for the development of autoimmune disease.

Published epidemiologic studies have evaluated the possible association of several vaccines with a variety of chronic diseases that at least potentially have an autoimmune etiology. Rigorous epidemiologic studies of infant vaccines and type 1 diabetes found that measles vaccine was not associated with an increased risk for diabetes;

other investigations found no association between bacillus Calmette-Guerin (BCG), smallpox, tetanus, pertussis, rubella, or mumps vaccine and diabetes [19-20]. The possibility that vaccines can cause or exacerbate multiple sclerosis has been evaluated in several epidemiologic studies. Two large case-control studies showed no association between hepatitis B vaccine and multiple sclerosis [21-22]. Hepatitis B, tetanus, or influenza vaccines were found not to exacerbate symptoms of multiple sclerosis [23]. As detailed next, HPV vaccine has not been found to be associated with autoimmune diseases.

Many studies have found that vaccines do not increase the risk of chronic diseases of possible autoimmune origin.

5. HPV vaccine safety

HPV vaccine has received considerable media attention associated with reports of a variety of adverse events, many of which may have an autoimmune etiology. Extensive monitoring in the United States and internationally, however, support the safety of HPV vaccine. The strongest studies that have evaluated risks of autoimmune diseases include a large population-based cohort study conducted in Denmark and Sweden that analyzed >696,000 doses of 4-valent HPV vaccine (HPV4) among females and found no consistent evidence supporting causal associations with several autoimmune and neurologic conditions [24]. A large case-control study in France found no increased risk of several autoimmune outcomes (idiopathic thrombocytopenic purpura, central demyelination, GBS, connective tissue disorders, type 1 diabetes mellitus, and autoimmune thyroiditis) following HPV vaccination [25]. Another analysis of national data from Sweden and Denmark covering 4 million women, including nearly 800,000 that had received HPV4, found no increased risk of multiple sclerosis or other demyelinating diseases following HPV4 vaccination [26]. Several other conditions have been purported to be related to HPV vaccine, but the associations have not been substantiated, including premature ovarian insufficiency [27], complex regional pain syndrome and postural orthostatic tachycardia syndrome [28].

The evidence from several studies supports the safety of HPV vaccine.

6. Aluminum in vaccines

Aluminum is used in vaccines as an adjuvant to boost the immune response. Aluminum salts have safely been used to adjuvant vaccines since the 1930s and are currently used in vaccines such as hepatitis A, hepatitis B, diphtheria-tetanus-containing vaccines, Hib, and pneumococcal vaccines, but they are not used in the live, viral vaccines, such as measles, mumps, rubella, varicella and rotavirus. Studies have shown that children who receive aluminum-containing vaccines have serum levels of aluminum that are well below the toxic range [29]. The strongest evidence of the safety of aluminum in childhood vaccines is provided by a recent study in which children aged 9 to 13 months were evaluated for blood and hair aluminum levels, vaccination history, and cognitive, language and motor development scores. The authors found no correlation between infant blood or hair aluminum concentrations and vaccine history or between blood aluminum and overall developmental status [30].

A specific concern that has been raised about aluminum adjuvants is their possible relationship to macrophagic myofasciitis (MMF), a condition consisting of a variety of systemic complaints along with findings in muscle biopsies of minute lesions that contain aluminum salts [31]. Associated systemic symptoms related to finding aluminum salts in cells at an injection site of an aluminum-containing vaccine, however, have never been established [32].

Shoenfeld and co-workers have proposed the existence of a condition that they term autoimmune autoinflammatory syndrome induced by adjuvants (ASIA) [33]. The syndrome, however, is poorly defined and includes many non-specific and relatively common symptoms (e.g., fatigue, insomnia, and fever) [34]. A study that evaluated the incidence of autoimmune disease in more than 18,000 patients who received subcutaneous

allergen-specific immunotherapy containing large quantities of injected aluminum adjuvants found that patients receiving injected aluminum had a lower incidence of autoimmune disease compared with controls [35].

Current evidence supports the safety of aluminum adjuvants in vaccines.

7. Too many vaccines too soon

Today's routine childhood immunization schedule in the United States includes 10 vaccines against 14 diseases; children in the first few years of life can receive as many as 26 vaccine injections and as many as five injections at one time. Some parents are concerned that too many vaccines given so early in life might overwhelm the immune system. Given the number of antibody-generating B cells in the circulation, the number of vaccine-specific antigens to which infants are exposed during the first few years of life, and the quantity of antibodies necessary to react to each antigen, it has been estimated that infants have the theoretical capacity to respond to at least 10,000 vaccines at one time [36]. A study of the immune response to general, non-vaccine specific stimuli in fully vaccinated and entirely unvaccinated children between 3 and 5 years of age found that childhood vaccines do not cause long-lasting, gross alterations of the immune system [37]. No epidemiologic study has found an increased risk of disease according to the number of vaccines or vaccine antigens received in childhood. A recent U.S. study found no relationship between either the cumulative number of antigens or the number of antigens received in a single day and subsequent non-vaccine-targeted infections [38]. A study that compared long-term neuropsychological outcomes in more than 1,000 children found no correlation between the number of vaccine-specific antigens received in infancy and adverse neuropsychological outcomes by age 7 to 10 years [39]. Finally, a large U.S. case-control study that evaluated total cumulative vaccine-specific antigen exposure or maximum exposure on a single day found no association between antigen exposure from vaccines during the first two years of life and the risk of developing autism or different subtypes of autism [40].

The immune system of infants is perfectly capable of handling the number of antigens in vaccines and studies have not found increased risks of adverse health outcomes related to the number of vaccines or vaccine antigens received early in life.

Conclusion

In this brief article, a focused summary is provided on the most pertinent evidence related to some of the more common vaccine safety controversies discussed with primary care providers in the United States. As this article is not intended to be a comprehensive systematic review of vaccine safety, we have not addressed all vaccine controversies, including those in other parts of the world, or included discussion of known vaccine adverse reactions that are not presently particularly controversial (e.g., anaphylaxis following vaccination or intussusception following rotavirus vaccines). We hope that the concise format will be useful to busy healthcare providers and others with an interest in immunization safety. More detail on these and other vaccine safety concerns can be found at the websites of the Vaccine Education Center at the Children's Hospital of Philadelphia (vaccine.chop.edu/safety-references) and the Centers for Disease Control and Prevention (<https://www.cdc.gov/vaccinesafety>), among others.

Disclaimer:

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Potential conflicts of interest:

None of the authors have a potential conflict of interest or funding source to declare.

References

1. Wakefield AJ, Murch S, Anthony A, et al. RETRACTED: Ileal-lymphoid-nodular hyperplasia, non-specific colitis, and pervasive developmental disorder in children. *Lancet* 1998;351:637–641.
2. Dyer C. Lancet retracts Wakefield's MMR paper. *BMJ* 2010;340:c696.
3. Taylor B, Miller E, Farrington CP, et al. Autism and measles, mumps, and rubella vaccine: no epidemiological evidence for a causal association. *Lancet* 1999;353:2026-2029.
4. Madsen KM, Hviid A, Vestergaard M, et al. A population-based study of measles, mumps, and rubella vaccination and autism. *N Engl J Med* 2002;347(19):1477-1482.
5. Smeeth L, Cook C, Fombonne E, et al. MMR vaccination and pervasive developmental disorders: a case-control study. *Lancet* 2004;364:963–969.
6. Jain A, Marshall J, Buikema A, et al. Autism occurrence by MMR vaccine status among US children with older siblings with and without autism. *JAMA* 2015;313(15):1534-1540.
7. Immunization Safety Review Committee. Immunization Safety Review. Vaccines and Autism Board of Health Promotion and Disease Prevention, Institute of Medicine (National Academy Press, Washington, DC, 2004).
8. Taylor LE, Swerdfeger AL, Eslick GD. Vaccines are not associated with autism: an evidence-based meta-analysis of case-control and cohort studies. *Vaccine* 2014;32:3623-3629.
9. Hviid A, Stellfeld M, Wohlfahrt J, et al. Association between thimerosal-containing vaccine and autism. *JAMA* 2003;290:1763-1766.
10. Price CS, Thompson WW, Goodson B, et al. Prenatal and infant exposure to thimerosal from vaccines and immunoglobulins and risk of autism. *Pediatrics* 2010;126:656-664.

11. Schechter R, Grether JK. Continuing increases in autism reported to California's developmental services system: mercury in retrograde. *Arch Gen Psychiatry* 2008;65:19-24.
12. Heron J, Golding J, et al. Thimerosal exposure in infants and developmental disorders: a prospective cohort study in the United Kingdom does not support a causal association. *Pediatrics* 2004;114(3):577-583.
13. Thompson WW, Price C, Goodson B, et al. Early thimerosal exposure and neuropsychological outcomes at 7 to 10 years. *N Engl J Med* 2007;357(13):1281-1292.
14. Tozzi AE, Bisiacchi P, Tarantino V, et al. Neuropsychological performance 10 years after immunization in infancy with thimerosal-containing vaccines. *Pediatrics* 2009;123(2):475-482.
15. Schonberger LB, Bregman DJ, Sullivan-Bolyai JZ, et al. Guillain-Barre syndrome following vaccination in the National Influenza Immunization Program, United States, 1976-1977. *Am J Epidemiol* 1979;110:105-123.
16. Martin Arias LH, Sanz R, Sainz M, Treceno C, Carvajal A. Guillain-Barre syndrome and influenza vaccines: a meta-analysis. *Vaccine* 2015;33:3773-3778.
17. Vellozzi C, Iqbal S, Stewart B, Tokars J, DeStefano F. Cumulative risk of Guillain-Barre syndrome among vaccinated and unvaccinated populations during the 2009 H1N1 influenza pandemic. *Am J Public Health* 2014;104:696-701.
18. Baxter R, Bakshi N, Fireman B, Lewis E, Ray P, et al. Lack of association of Guillain-Barre Syndrome with vaccinations. *CID* 2013;57(2):197-204.
19. DeStefano F, Mullooly JP, Okoro CA, et al. Childhood vaccinations, vaccination timing, and risk of type 1 diabetes mellitus. *Pediatrics* 2001;108:E112.
20. Hviid A, Stellfeld M, Wohlfahrt J, Melbye M. Childhood Vaccination and Type 1 Diabetes. *N Engl J Med* 2004;350:1398-1404.

21. DeStefano F, Verstraeten T, Jackson LA, et al. Vaccinations and risk of central nervous system demyelinating diseases in adults. *Arch Neurol* 2003;60:504-509.
22. Ascherio A, Zhang SM, Hernan MA, et al. Hepatitis B vaccination and the risk of multiple sclerosis. *N Engl J Med* 2001;344:327-332.
23. Confavreux C, Suissa S, Saddier P, et al. Vaccinations and the risk of relapse in multiple sclerosis. *N Engl J Med* 2001;344:319-326.
24. Arnheim-Dahlstrom L, Pasternak B, Svanstrom H, Sparen P, Hviid A. Autoimmune, neurological, and venous thromboembolic adverse events after immunisation of adolescent girls with quadrivalent human papillomavirus vaccine in Denmark and Sweden: cohort study. *BMJ* 2013;347:f5906.
25. Grimaldi-Bensouda L, Rossignol M, Kone-Paut I, et al. Risk of autoimmune diseases and human papilloma virus (HPV) vaccines: six years of case-referent surveillance. *J Autoimmun* 2017; 19:84-90.
26. Scheller NM, Svanstrom H, Pasternak B, Arnheim-Dahlstrom L, Sundstrom K, Fink K, Hviid A. Quadrivalent HPV Vaccination and Risk of Multiple Sclerosis and Other Demyelinating Diseases of the Central Nervous System. *JAMA* 2015;313(1):54-61.
27. Naleway AL, Mittendorf KF, Irving SA, et al. Primary ovarian insufficiency and adolescent vaccination. *Pediatrics* 2018;142(3):e20180943.
28. European Medicines Agency Assessment Report. Human papilloma virus (HPV) vaccines. 11 November 2015; EMA/762033/2015 Pharmacovigilance Risk Assessment Committee (PRAC).
29. Mitkus RJ, King DB, Hess MA, et al. Updated aluminum pharmacokinetics following infant exposures through diet and vaccination. *Vaccine* 2011;29:9538-9543.

30. Karwowski MP, Stamoulis C, Wenren LM, et al. Blood and hair aluminum levels, vaccine history, and early infant development: a cross-sectional study. *Acad Pediatr* 2018;18:161-165.
31. Gherardi RK, Coquet M, Cherin P, Belec L, Moretto P, Dreyfus PA, Pellissier JF, Chariot P, Authier FJ. Macrophagic myofasciitis lesions assess long-term persistence of vaccine-derived aluminium hydroxide in muscle. *Brain* 2001;124(Pt 9):1821-1831.
32. Principi N, Esposito S. Aluminum in vaccines: Does it create a safety problem? *Vaccine* 2018;36:5825-5831.
33. Shoenfeld Y1, Agmon-Levin N. 'ASIA' - autoimmune/inflammatory syndrome induced by adjuvants. *J Autoimmun* 2011 Feb;36(1):4-8. doi: 10.1016/j.jaut.2010.07.003. Epub 2010 Aug 13.
34. Ameratunga R, Gills D, Gold M, et al. Evidence refuting the existence of autoimmune/autoinflammatory syndrome induced by adjuvants (ASIA). *J Allergy Clin Immunol Pract* 2017;5:1551-1555.
35. Linneberg A, Jacobsen RK, Jespersen L, Abildstrom SZ. Association of subcutaneous allergen-specific immunotherapy with incidence of autoimmune disease, ischemic heart disease, and mortality. *J Allergy Clin Immunol* 2012;129:413-419.
36. Offit PA, Quarles J, Gerber MA, et al. Addressing parents' concerns: do multiple vaccines overwhelm or weaken the infant's immune system? *Pediatrics* 2002;109(1):124-129.
37. Sherrid AM, Ruck CE, Sutherland D, et al. Lack of broad functional differences in immunity in fully vaccinated vs. unvaccinated children. *Pediatr Res* 2017;81(4):601-608.
38. Glanz JM, Newcomer SR, Daley MF, DeStefano F, et al. Association between estimated cumulative vaccine antigen exposure through the first 23 months of life and non-vaccine-targeted infections from 24 through 47 months of age. *JAMA* 2018;319(9):906-913.

39. Iqbal S, Barile JP, Thompson WW, DeStefano F. Number of antigens in early childhood vaccines and neuropsychological outcomes at age 7-10 years. *Pharmacoepidemiol Drug Saf* 2013;22:1263-1270.

40. DeStefano F, Price CS, Weintraub ES. Increasing exposure to antibody-stimulating proteins and polysaccharides in vaccines is not associated with risk of autism. *J Pediatr* 2013;163:561-567.

Table Summary of evidence on selected vaccine safety controversies

Issue	Allegation	Evidence
MMR vaccine and autism	MMR vaccine causes autism	<ul style="list-style-type: none"> ➤ Initial report suggesting an association was retracted ➤ Autism is genetically determined with onset before recommended age of MMR vaccination (12 months) ➤ Epidemiologic studies have not found an increased risk of autism associated with MMR vaccine
Thimerosal	Thimerosal, a mercury-based preservative in some vaccines, increases risk of autism and other neurodevelopmental disabilities	<ul style="list-style-type: none"> ➤ Thimerosal contains ethylmercury, which does not accumulate in the body to harmful levels with consecutive vaccinations ➤ After thimerosal was removed from childhood vaccines, autism prevalence continued to increase ➤ Epidemiologic studies have not found an increased risk of autism or other neurodevelopmental disabilities associated with thimerosal-containing vaccines
Guillain-Barré Syndrome (GBS)	Influenza vaccines can cause GBS	<ul style="list-style-type: none"> ➤ Increased risk was found with the 1976 swine influenza vaccine ➤ Findings have been mixed with subsequent seasonal influenza vaccines ➤ Risk of GBS is greater following natural influenza infection than possible increased risk following vaccination
Autoimmunity	Vaccines can cause chronic diseases of autoimmune etiology	<ul style="list-style-type: none"> ➤ No mechanisms have been demonstrated to explain how vaccines could cause autoimmune disease ➤ Epidemiologic studies have not supported the hypothesis that vaccines cause autoimmune diseases
Safety of HPV vaccine	HPV vaccines may increase risk of autoimmune and other	<ul style="list-style-type: none"> ➤ Several large population-based studies have not found increased risks of autoimmune or neurologic diseases ➤ Other studies have not found increased risks of POI, POTS

	disorders	or CRPS
Aluminum	Aluminum in vaccines can cause autoimmune diseases and a variety of other disorders, including macrophagic myofasciitis (MMF)	<ul style="list-style-type: none"> ➤ Aluminum-containing vaccines result in serum levels of aluminum that are well below the toxic range ➤ No correlation found between infant blood or hair aluminum concentrations and vaccine history ➤ Higher quantities of injected aluminum adjuvants correlated with lower incidence of autoimmune disease ➤ Systemic symptoms of MMF related to finding aluminum salts at an injection site have never been established
Too many too soon	Too many vaccines given early in life might overwhelm the immune system and predispose to health and developmental problems	<ul style="list-style-type: none"> ➤ Infants have the theoretical capacity to respond to at least 10,000 vaccines at one time ➤ Childhood vaccines do not cause long-lasting, gross alterations of the immune system ➤ Epidemiologic studies have not found an increased risk of disease or developmental disorders according to the number of vaccines or vaccine antigens received in early childhood

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)
Sent: Mon, 4 Mar 2019 17:06:19 +0000
To: Stephanie Sasser; Payton Iheme
Subject: RE: Vaccine Misinfo

I'm in an all day meeting today but am checking with colleagues on availability in the next day or two.

From: Stephanie Sasser (b)(6)
Date: March 4, 2019 at 12:05:29 PM EST
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>, Payton Iheme (b)(6)
Subject: RE: Vaccine Misinfo

That sounds great, thanks Jessica! Glad we reached the right person at CDC. If possible to set up a 30 minute call today or tomorrow, that would be great. Let me know what works on your end.

Thanks again,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Sent: Monday, March 4, 2019 6:24 AM
To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)
Subject: RE: Vaccine Misinfo

Thanks Payton and Stephanie – this is great to hear and fits well with my new role. I moved to a different office at CDC in December and vaccine safety work is in the purview of my new office. I'm definitely interested in scheduling a meeting to learn more about the announcement and future plans. I will need to loop in colleagues from my office as well as our immunization communications teams; I can connect with them today and send over some options for availability this week.

Thanks!
Jessica

Jessica Schindelar, MPH
Office: 404-498-6174
Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Monday, March 4, 2019 9:19 AM
To: Payton Iheme (b)(6)
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Subject: Re: Vaccine Misinfo

Many thanks Payton.

Jessica,

It's great to be connected with you. As Payton mentioned, we'd love to set up some time to speak to you and any of your colleagues about our work to limit the spread of misinformation about vaccines on our platform. It would be great to get your feedback on our approach and learn about additional resources that could be helpful. Please let me know if you're open to this and your availability this week for a call.

Thank you in advance, and look forward to connecting.

All the best,
Stephanie

On Mar 3, 2019, at 5:47 PM, Payton Iheme (b)(6) wrote:

Hi Jessica,

I hope that you are doing well.

Over the last few months, Facebook has been working on an effort to combat health misinformation, which we take very seriously.

Next week, we'll be announcing the first stage of this process which involves establishing new policies and action we're taking against misinformation about vaccines. The bedrock of this policy relies on widely debunked claims that we've gathered from published reports from a range of organizations including the CDC.

We plan to reference the CDC along with other health organizations in our announcement – just mentioning that your published work has helped inform our policy.

In the long term over the next few weeks, we'd like to explore convening partners in the health space to talk about misinformation more broadly, and how we can enhance our current strategies to combat it.

Would love to set up a call with you to discuss both the announcement next week and your thoughts around our longer term goals. Introducing you to my colleague Stephanie who is helping to lead this effort and can coordinate a meeting.

Best,

Payton

Facebook Public Policy

From: Jason Hirsch
Sent: Tue, 23 Jul 2019 04:43:01 +0000
To: Connelly, Erin (CDC/DDID/NCIRD/OD)
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP); Stephanie Sasser; Payton Iheme; Nordlund, Kristen (CDC/DDID/NCIRD/OD); Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR); Nguyen, Lyn (CDC/DDID/NCEZID/DHQP); Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD)
Subject: Re: Vaccine Misinfo

Hi Erin,

You and everyone on the CDC side should have received an invite for our call tomorrow morning. In the invite, you will see a Meeting ID. At the time of the call, you can each go to this website: (b)(4), (b)(6) Click on "Join Meeting" in the upper right hand corner. You will then see a prompt to enter the meeting ID—you do not need to enter any other information—and then click "Enter Meeting." If you want others to join the meeting, just send them the Meeting ID and have them follow the same instructions, I look forward to talking tomorrow!

Thank you!

Jason

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Date: Monday, July 22, 2019 at 1:17 PM
To: Jason Hirsch (b)(6)
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6) Payton Iheme (b)(6) "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>, "Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD)" <zhk0@cdc.gov>
Subject: RE: Vaccine Misinfo

zhk0@cdc.gov

From: Jason Hirsch
Sent: Wed, 6 Mar 2019 07:48:24 +0000
To: Stephanie Sasser; Schindelar, Jessica (CDC/DDID/NCEZID/DHQP); Payton Iheme
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD); Nordlund, Kristen (CDC/DDID/NCIRD/OD); Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR); Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)
Subject: Re: Vaccine Misinfo

Hi all,

I just wanted to follow up on Stephanie's email to express my sincerest thanks for taking the time to speak with us today. Your insights were incredibly valuable as we continue to take steps forward to combat misinformation about vaccinations on the site. I look forward to hearing your thoughts on the questions we teed up today, and, more importantly, look forward to collaborating moving forward, on vaccinations and then other areas from there.

Thanks again!

Jason

From: Stephanie Sasser (b)(6)
Date: Tuesday, March 5, 2019 at 2:41 PM
To: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Payton Iheme (b)(6) Jason Hirsch (b)(6)
Cc: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>, "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Jessica and team,

Thank you again for taking the time to speak with us this afternoon. It was great to hear your perspective on our upcoming policies, and looking forward to learning from the CDC's vast expertise in vaccination information, as well as health information more broadly. There are no immediate action items ahead of the Thursday announcement, but I captured the following next steps:

- CDC to share list of authoritative sources on vaccine information (global and regional)
- CDC to consider press response to questions following announcement; would be great if you could share with us so that we can be prepared
- CDC to review the list of hoaxes Jason shared and help us identify any additional that may be missing
- FB to set up follow up meeting to discuss the above and begin conversations on health misinformation beyond vaccines

Please let me know if there's anything I missed. I'm also copying Jason on this thread who can respond to policy-specific questions, with Payton remaining your primary point of contact. Looking forward to connecting again soon.

All the best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Stephanie Sasser
Sent: Monday, March 4, 2019 12:45 PM
To: 'Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)' <ghq1@cdc.gov>; Payton Iheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jessica,

Let's do tomorrow March 5th at 3:30 ET. I'll send this group an invite with a link to video conference. Thanks again for the quick turnaround, and looking forward to speaking tomorrow!

Best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Sent: Monday, March 4, 2019 11:19 AM
To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn

(CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>

Subject: RE: Vaccine Misinfo

Hi Stephanie –

CDC staff on the cc line will be joining our call. We have availability on the following days/times:

Tuesday, March 5, 11am-12pm ET or 3:30-4:30pm ET

Wednesday, March 6, 3:30-4:30pm ET

Thursday, March 7, 1-2pm ET

Please let me know what might work best for you.

Thanks!

Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)

Sent: Monday, March 4, 2019 12:05 PM

To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme (b)(6)

Subject: RE: Vaccine Misinfo

That sounds great, thanks Jessica! Glad we reached the right person at CDC. If possible to set up a 30 minute call today or tomorrow, that would be great. Let me know what works on your end.

Thanks again,
Stephanie

Stephanie Sasser

Social Good, Health Partnerships

[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Sent: Monday, March 4, 2019 6:24 AM

To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)

Subject: RE: Vaccine Misinfo

Thanks Payton and Stephanie – this is great to hear and fits well with my new role. I moved to a different office at CDC in December and vaccine safety work is in the purview of my new office. I'm

definitely interested in scheduling a meeting to learn more about the announcement and future plans. I will need to loop in colleagues from my office as well as our immunization communications teams; I can connect with them today and send over some options for availability this week.

Thanks!
Jessica

Jessica Schindelar, MPH
Office: 404-498-6174
Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Monday, March 4, 2019 9:19 AM
To: Payton Iheme (b)(6)
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Subject: Re: Vaccine Misinfo

Many thanks Payton.

Jessica,
It's great to be connected with you. As Payton mentioned, we'd love to set up some time to speak to you and any of your colleagues about our work to limit the spread of misinformation about vaccines on our platform. It would be great to get your feedback on our approach and learn about additional resources that could be helpful. Please let me know if you're open to this and your availability this week for a call.

Thank you in advance, and look forward to connecting.

All the best,
Stephanie

On Mar 3, 2019, at 5:47 PM, Payton Iheme (b)(6) wrote:

Hi Jessica,

I hope that you are doing well.

Over the last few months, Facebook has been working on an effort to combat health misinformation, which we take very seriously.

Next week, we'll be announcing the first stage of this process which involves establishing new policies and action we're taking against misinformation about vaccines. The bedrock of this policy relies on

widely debunked claims that we've gathered from published reports from a range of organizations including the CDC.

We plan to reference the CDC along with other health organizations in our announcement – just mentioning that your published work has helped inform our policy.

In the long term over the next few weeks, we'd like to explore convening partners in the health space to talk about misinformation more broadly, and how we can enhance our current strategies to combat it.

Would love to set up a call with you to discuss both the announcement next week and your thoughts around our longer term goals. Introducing you to my colleague Stephanie who is helping to lead this effort and can coordinate a meeting.

Best,

Payton

Facebook Public Policy

From: Payton Iheme
Sent: Wed, 6 Mar 2019 23:45:22 +0000
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)
Subject: Re: Vaccine Misinfo

Yep.

Let's do that sooner than later.

Best,

Payton

Sent from my iPhone

On Mar 6, 2019, at 6:44 PM, Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov> wrote:

Agreed! Excited to see this coming together! We'll have to loop in others at old office once we expand discuss beyond vaccines, but I can make those connections when ready. Thanks again!

From: Payton Iheme (b)(6)
Date: March 6, 2019 at 6:41:35 PM EST
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Subject: Re: Vaccine Misinfo

Thanks Jessica.

Good our past discussions are now overlapping on this issue.

Best,

Payton

Sent from my iPhone

On Mar 6, 2019, at 6:23 PM, Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov> wrote:

Hi all – thanks again for the call yesterday! Following up with a few items as discussed. I'm also attaching for your reference a recent CDC publication outlining vaccine safety controversies. Access to the article is also available online here: <https://academic.oup.com/cid/advance-article/doi/10.1093/cid/ciz135/5316263?guestAccessKey=97c06ad9-e888-42f9-8d67-54aacf8a6968>. We look forward to future discussions.

1. Additional information sources:

Global

- [United Nations](#)
- [Doctors without Borders](#)
- [GAVI, the Vaccine Alliance](#)

Americas

- [National Academy of Sciences](#)
- [Pan American Health Organization](#)

Europe

- [European Centre for Disease Prevention and Control](#)
- [Institut Pasteur](#)
- [Vaccine Confidence Project](#)

2. CDC reactive statement

[CDC.gov](#) is America's online source for credible health information. We are committed to providing up-to-date, science-based recommendations that anyone, including parents, kids, health departments, and healthcare providers, can use to make informed health decisions.

Thanks!

Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Tuesday, March 5, 2019 5:41 PM
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Itheme (b)(6)
Jason Hirsch (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Jessica and team,

Thank you again for taking the time to speak with us this afternoon. It was great to hear your perspective on our upcoming policies, and looking forward to learning from the CDC's vast expertise in vaccination information, as well as health information more broadly. There are no immediate action items ahead of the Thursday announcement, but I captured the following next steps:

- CDC to share list of authoritative sources on vaccine information (global and regional)
- CDC to consider press response to questions following announcement; would be great if you could share with us so that we can be prepared

- CDC to review the list of hoaxes Jason shared and help us identify any additional that may be missing
- FB to set up follow up meeting to discuss the above and begin conversations on health misinformation beyond vaccines

Please let me know if there's anything I missed. I'm also copying Jason on this thread who can respond to policy-specific questions, with Payton remaining your primary point of contact. Looking forward to connecting again soon.

All the best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Stephanie Sasser
Sent: Monday, March 4, 2019 12:45 PM
To: 'Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)' <ghq1@cdc.gov>; Payton Iheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jessica,

Let's do tomorrow March 5th at 3:30 ET. I'll send this group an invite with a link to video conference. Thanks again for the quick turnaround, and looking forward to speaking tomorrow!

Best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Sent: Monday, March 4, 2019 11:19 AM
To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)

Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>

Subject: RE: Vaccine Misinfo

Hi Stephanie –

CDC staff on the cc line will be joining our call. We have availability on the following days/times:

Tuesday, March 5, 11am-12pm ET or 3:30-4:30pm ET

Wednesday, March 6, 3:30-4:30pm ET

Thursday, March 7, 1-2pm ET

Please let me know what might work best for you.

Thanks!

Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser [REDACTED]

Sent: Monday, March 4, 2019 12:05 PM

To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme [REDACTED]

Subject: RE: Vaccine Misinfo

That sounds great, thanks Jessica! Glad we reached the right person at CDC. If possible to set up a 30 minute call today or tomorrow, that would be great. Let me know what works on your end.

Thanks again,
Stephanie

Stephanie Sasser

Social Good, Health Partnerships

[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Sent: Monday, March 4, 2019 6:24 AM

To: Stephanie Sasser [REDACTED] Payton Iheme [REDACTED]

Subject: RE: Vaccine Misinfo

Thanks Payton and Stephanie – this is great to hear and fits well with my new role. I moved to a different office at CDC in December and vaccine safety work is in the purview of my new office. I'm

definitely interested in scheduling a meeting to learn more about the announcement and future plans. I will need to loop in colleagues from my office as well as our immunization communications teams; I can connect with them today and send over some options for availability this week.

Thanks!
Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Monday, March 4, 2019 9:19 AM
To: Payton Iheme (b)(6)
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Subject: Re: Vaccine Misinfo

Many thanks Payton.

Jessica,

It's great to be connected with you. As Payton mentioned, we'd love to set up some time to speak to you and any of your colleagues about our work to limit the spread of misinformation about vaccines on our platform. It would be great to get your feedback on our approach and learn about additional resources that could be helpful. Please let me know if you're open to this and your availability this week for a call.

Thank you in advance, and look forward to connecting.

All the best,
Stephanie

On Mar 3, 2019, at 5:47 PM, Payton Iheme (b)(6) wrote:

Hi Jessica,

I hope that you are doing well.

Over the last few months, Facebook has been working on an effort to combat health misinformation, which we take very seriously.

Next week, we'll be announcing the first stage of this process which involves establishing new policies and action we're taking against misinformation about vaccines. The bedrock of this policy relies on

widely debunked claims that we've gathered from published reports from a range of organizations including the CDC.

We plan to reference the CDC along with other health organizations in our announcement – just mentioning that your published work has helped inform our policy.

In the long term over the next few weeks, we'd like to explore convening partners in the health space to talk about misinformation more broadly, and how we can enhance our current strategies to combat it.

Would love to set up a call with you to discuss both the announcement next week and your thoughts around our longer term goals. Introducing you to my colleague Stephanie who is helping to lead this effort and can coordinate a meeting.

Best,

Payton

Facebook Public Policy

<Principal Controversies in Vaccine Safety in the US Destefano et al.pdf>

From: Jason Hirsch
Sent: Thu, 2 May 2019 19:42:40 +0000
To: Connelly, Erin (CDC/DDID/NCIRD/OD)
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP); Stephanie Sasser; Payton Ihome; Nordlund, Kristen (CDC/DDID/NCIRD/OD); Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR); Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)
Subject: Re: Vaccine Misinfo

Hi all,

Here is the mock we are thinking through.

CDC Quote

(b)(4)

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>

Date: Thursday, May 2, 2019 at 10:54 AM

To: Jason Hirsch (b)(6)

Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser

(b)(6)

Payton Itheme

(b)(6)

"Nordlund, Kristen

(CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Sounds good! I will send the invitation out shortly. Thx!

From: Jason Hirsch (b)(6)
Sent: Thursday, May 2, 2019 1:52 PM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

I can email something to you for discussion to make it easier if that works.

Jason

On May 2, 2019, at 10:48 AM, Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov> wrote:

Hi Jason,

We do have a conference line I can send around in an invitation. I did want to check and see if there was anything you wanted to demo or run by us (per original message below) and whether that would need to happen through some screen share function on your end. If it's discussion of ideas only at this point then our bridge line should be fine.

Thanks!
Erin

From: Jason Hirsch (b)(6)
Sent: Thursday, May 2, 2019 1:44 PM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Hi,

12:30pm PST works for me. Thank you for accommodating.

Do you have a conference system you want to use or shall I circulate a call-in number?

Jason

On May 2, 2019, at 10:00 AM, Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov> wrote:

Hi Jason,

We can do 3:30 pm Eastern/12:30 pacific today. Does that still work for you all? If not, we may be able to look for some times tomorrow, as calendars are shifting a bit.

Thanks!
Erin

From: Jason Hirsch (b)(6)
Sent: Thursday, May 2, 2019 12:00 PM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Thank you!

Jason

On May 2, 2019, at 8:55 AM, Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov> wrote:

Hi Jason,

I am checking right now and hope to get back to you ASAP.

Thx!
Erin

From: Jason Hirsch (b)(6)
Sent: Thursday, May 2, 2019 11:52 AM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Hi Erin,

Thank you for the quick response. Is there any way that we could do 3, 3:30, or 6:30 (if not too late) EST today? If not, I will try to move something and make 1:30PST work.

Thank you very much. Look forward to speaking with you.

Jason

On May 2, 2019, at 6:11 AM, Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov> wrote:

Hi all,

Update on our end – looks like we have some things that can be moved around today, and the 4:30 slot will not work for us. If 1:30 works for you that would be ideal (we have a senior SME out tomorrow who we want to involve). We can look at other options if there's any way to connect today.

Thanks!

Erin

From: Connelly, Erin (CDC/DDID/NCIRD/OD)

Sent: Thursday, May 2, 2019 8:33 AM

To: 'Jason Hirsch' <(b)(6)> Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)

<ghq1@cdc.gov>; Stephanie Sasser <(b)(6)> Payton Ihome <(b)(6)>

Cc: Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William

(CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)

<ivx1@cdc.gov>

Subject: RE: Vaccine Misinfo

Hi Jason,

Our team within CDC will take the lead on setting up this call. We would love to find a time that works today or tomorrow, if possible. Would you all be available for a 30 minute call today at 1:30 or 4:30 Eastern (10:30/1:30 pacific)?

Thanks!

Erin

Erin Connelly, M.P.Aff.

Associate Director for Communication Science

Health Communication Science Office

National Center for Immunization and Respiratory Diseases

Centers for Disease Control and Prevention

efd5@cdc.gov

cell: 404-514-6621

From: Jason Hirsch (b)(6)
Sent: Thursday, May 2, 2019 4:15 AM
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Hi Jessica and team,

I am writing to follow up on our conversations from early March about Facebook's continued efforts to fight misinformation about vaccinations on our platform. As you know, we launched our broad-based efforts not long after we spoke, with phase one focused on reducing the distribution of misinformation. The other main pillar of our effort on this front is the development of information modules, presenting users with true and authoritative information about vaccines on our platform, and a link to learn even more about the topic. We had discussed rooting these inform modules in information from the CDC for users in the U.S. and then showing those users a link to the CDC's Vaccines & Immunizations page.

We have now advanced a good ways down the road in developing our inform modules, in which we would very like to link users to the CDC's website and quote some of the points you make on the site about the importance of getting vaccinated. Because we would like to provide our users with the CDC's information, I wanted to see if it would be possible to set up another call with you all to look over and discuss the draft inform modules. I know when we last spoke you all were enthusiastic about Facebook promoting your information about vaccines, but we want to go through all the details with you and solicit your feedback on the proposed modules as well as discuss any logistical issues around our providing your information to users.

If it would be possible to set up a 30-minute call sometime over the rest of this week or next week, we would greatly appreciate your time. We can be flexible to work around all of your schedules. We are very excited about these inform modules and hope you will be too.

Thank you!

Jason

From: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>
Date: Wednesday, March 6, 2019 at 3:22 PM
To: Stephanie Sasser (b)(6) Payton Iheme (b)(6) Jason Hirsch (b)(6)
Cc: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>, "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)"

<hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>

Subject: RE: Vaccine Misinfo

Hi all – thanks again for the call yesterday! Following up with a few items as discussed. I'm also attaching for your reference a recent CDC publication outlining vaccine safety controversies. Access to the article is also available online here: <https://academic.oup.com/cid/advance-article/doi/10.1093/cid/ciz135/5316263?guestAccessKey=97c06ad9-e888-42f9-8d67-54aacf8a6968>. We look forward to future discussions.

1. Additional information sources:

Global

- [United Nations](#)
- [Doctors without Borders](#)
- [GAVI, the Vaccine Alliance](#)

Americas

- [National Academy of Sciences](#)
- [Pan American Health Organization](#)

Europe

- [European Centre for Disease Prevention and Control](#)
- [Institut Pasteur](#)
- [Vaccine Confidence Project](#)

2. CDC reactive statement

[CDC.gov](https://www.cdc.gov) is America's online source for credible health information. We are committed to providing up-to-date, science-based recommendations that anyone, including parents, kids, health departments, and healthcare providers, can use to make informed health decisions.

Thanks!
Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Tuesday, March 5, 2019 5:41 PM
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme (b)(6)
Jason Hirsch (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Jessica and team,

Thank you again for taking the time to speak with us this afternoon. It was great to hear your perspective on our upcoming policies, and looking forward to learning from the CDC's vast expertise in vaccination information, as well as health information more broadly. There are no immediate action items ahead of the Thursday announcement, but I captured the following next steps:

- CDC to share list of authoritative sources on vaccine information (global and regional)
- CDC to consider press response to questions following announcement; would be great if you could share with us so that we can be prepared
- CDC to review the list of hoaxes Jason shared and help us identify any additional that may be missing
- FB to set up follow up meeting to discuss the above and begin conversations on health misinformation beyond vaccines

Please let me know if there's anything I missed. I'm also copying Jason on this thread who can respond to policy-specific questions, with Payton remaining your primary point of contact. Looking forward to connecting again soon.

All the best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Stephanie Sasser
Sent: Monday, March 4, 2019 12:45 PM
To: 'Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)' <ghq1@cdc.gov>; Payton Iheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jessica,

Let's do tomorrow March 5th at 3:30 ET. I'll send this group an invite with a link to video conference. Thanks again for the quick turnaround, and looking forward to speaking tomorrow!

Best,
Stephanie

Stephanie Sasser

Social Good, Health Partnerships

[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Sent: Monday, March 4, 2019 11:19 AM

To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)

Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>

Subject: RE: Vaccine Misinfo

Hi Stephanie –

CDC staff on the cc line will be joining our call. We have availability on the following days/times:

Tuesday, March 5, 11am-12pm ET or 3:30-4:30pm ET

Wednesday, March 6, 3:30-4:30pm ET

Thursday, March 7, 1-2pm ET

Please let me know what might work best for you.

Thanks!

Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)

Sent: Monday, March 4, 2019 12:05 PM

To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme (b)(6)

Subject: RE: Vaccine Misinfo

That sounds great, thanks Jessica! Glad we reached the right person at CDC. If possible to set up a 30 minute call today or tomorrow, that would be great. Let me know what works on your end.

Thanks again,
Stephanie

Stephanie Sasser

Social Good, Health Partnerships

[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Sent: Monday, March 4, 2019 6:24 AM

To: Stephanie Sasser (b)(6) Payton Iheme (b)(6)

Subject: RE: Vaccine Misinfo

Thanks Payton and Stephanie – this is great to hear and fits well with my new role. I moved to a different office at CDC in December and vaccine safety work is in the purview of my new office. I'm definitely interested in scheduling a meeting to learn more about the announcement and future plans. I will need to loop in colleagues from my office as well as our immunization communications teams; I can connect with them today and send over some options for availability this week.

Thanks!

Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)

Sent: Monday, March 4, 2019 9:19 AM

To: Payton Iheme (b)(6)

Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Subject: Re: Vaccine Misinfo

Many thanks Payton.

Jessica,

It's great to be connected with you. As Payton mentioned, we'd love to set up some time to speak to you and any of your colleagues about our work to limit the spread of misinformation about vaccines on our platform. It would be great to get your feedback on our approach and learn about additional resources that could be helpful. Please let me know if you're open to this and your availability this week for a call.

Thank you in advance, and look forward to connecting.

All the best,
Stephanie

On Mar 3, 2019, at 5:47 PM, Payton Iheme (b)(6) wrote:

Hi Jessica,

I hope that you are doing well.

Over the last few months, Facebook has been working on an effort to combat health misinformation, which we take very seriously.

Next week, we'll be announcing the first stage of this process which involves establishing new policies and action we're taking against misinformation about vaccines. The bedrock of this policy relies on widely debunked claims that we've gathered from published reports from a range of organizations including the CDC.

We plan to reference the CDC along with other health organizations in our announcement – just mentioning that your published work has helped inform our policy.

In the long term over the next few weeks, we'd like to explore convening partners in the health space to talk about misinformation more broadly, and how we can enhance our current strategies to combat it.

Would love to set up a call with you to discuss both the announcement next week and your thoughts around our longer term goals. Introducing you to my colleague Stephanie who is helping to lead this effort and can coordinate a meeting.

Best,

Payton

Facebook Public Policy

From: Jason Hirsch
Sent: Tue, 23 Jul 2019 05:18:11 +0000
To: Connelly, Erin (CDC/DDID/NCIRD/OD)
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP); Stephanie Sasser; Payton Iheme; Nordlund, Kristen (CDC/DDID/NCIRD/OD); Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR); Nguyen, Lyn (CDC/DDID/NCEZID/DHQP); Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD)
Subject: Re: Vaccine Misinfo

All,

In addition to the invite, given FOIA and other sensitivities, I also sent a separate note without context including our current finalist options for the inform treatment. Nothing is set in stone here, but based on our research, these are the leading candidates on which we would love to solicit your views tomorrow.

Look forward to discussing!

Jason

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Date: Monday, July 22, 2019 at 1:17 PM
To: Jason Hirsch (b)(6)
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6), Payton Iheme (b)(6), "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>, "Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD)" <zhk0@cdc.gov>
Subject: RE: Vaccine Misinfo

Sounds good – thanks!

From: Jason Hirsch (b)(6)
Sent: Monday, July 22, 2019 4:13 PM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6); Payton Iheme (b)(6); Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>
Subject: Re: Vaccine Misinfo

You can send them the Blue Jeans information, which will probably be easier than forwarding the invite itself. Happy to have anyone you think relevant join the call!

Jason

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Date: Monday, July 22, 2019 at 12:53 PM
To: Jason Hirsch (b)(6)
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6) Payton Iheme (b)(6) "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>, "Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD)" <zhk0@cdc.gov>
Subject: RE: Vaccine Misinfo

Thanks! Sounds great. Can I forward the invitation to relevant folks on our end or do I need to give you the names to be invited directly? We are including a couple colleagues from relevant programs and from the Agency level digital communication group.

Erin

From: Jason Hirsch (b)(6)
Sent: Monday, July 22, 2019 3:14 PM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>
Subject: Re: Vaccine Misinfo

Thank you, Erin! And welcome back!

11:30amEST tomorrow works for us. I will send an invite with an explanation of how to call into our Blue Jeans system (which we have used in the past for our calls).

Look forward to talking tomorrow.

Jason

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Date: Monday, July 22, 2019 at 7:08 AM
To: Jason Hirsch (b)(6)
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6) Payton Iheme (b)(6) "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>, "Bretthauer-

Mueller , Rosemary (CDC/DDNID/NCIPC/OD)" <zhk0@cdc.gov>

Subject: RE: Vaccine Misinfo

Hi Jason,

Would any of these times work for tomorrow? Times are Eastern so would be tomorrow morning. Wednesday and Thursday look a little crazy but we can try to find something if needed. We also have some time on Friday.

Tuesday, July 23rd: 11:30 am, 2 pm, 3 pm

Thx!

Erin

From: Connelly, Erin (CDC/DDID/NCIRD/OD)

Sent: Monday, July 22, 2019 8:03 AM

To: Jason Hirsch (b)(6)

Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>; Bretthauer-Mueller , Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>

Subject: RE: Vaccine Misinfo

Good morning, Jason,

Thanks for reaching out with the exciting news! I will identify a couple 30 minute slots for our team and will follow back up with you ASAP. Thx!!

Erin

From: Jason Hirsch (b)(6)

Sent: Friday, July 19, 2019 12:40 AM

To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>

Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>

Subject: Re: Vaccine Misinfo

Hi Erin and CDC team,

We have now had a chance to conduct user research, in a variety of formats and across a variety of locations, on the vaccine inform treatment on which we have been working. Based on that research, the conversations we all have had, and discussions that I have had with some of the other leading organizations in the space, e.g., WHO, (b)(6) etc., we have honed in on a couple finalist formulations for

our vaccine inform treatment. At this point, I would love to find time for another phone call so we can discuss the proposed language for the inform modules and solicit your views. I also want to walk you through what we learned from the research. Ideally, we can align on final language by the end of the call and then we (Facebook) can finalize the backend work required to launch the treatment from there.

At this point, our goal is to launch these vaccination inform modules on the platform in early to mid-August.

Let me know if you all by chance have time to speak for 30 minutes on Monday through Wednesday of next week? I can try and work around your schedules.

Finally, one question for you in advance of the call. How would you like us to refer to you in the treatment when we say something like, "to learn more, visit the CDC's website." Would you like us to say the U.S. Centers for Disease Control and Prevention or something more abbreviated? We are happy to use whatever name you would like.

Thank you very much, and look forward to speaking soon.

Jason

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Date: Saturday, May 25, 2019 at 4:42 AM
To: Jason Hirsch (b)(6)
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6), Payton Iheme (b)(6), "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Thanks! You too!

From: Jason Hirsch (b)(6)
Date: May 24, 2019 at 10:59:42 PM EDT
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>, Stephanie Sasser (b)(6), Payton Iheme (b)(6), Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>, Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>, Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Hi Erin,

Thank you so much for sending over proposed language and for sending over the search terms. We will put the three proposals into message testing and come back to you with reactions. We are also testing a number of other proposals, including ones we have discussed previously and a few suggested by the WHO. Hopefully, by the next time we talk, in addition to reactions on your options, we will also have one or two front-runners for the "inform treatment" that we can run by you. As soon as I have results back and ready to share, I will let you know. It will be this week.

Thank you, and enjoy the long weekend!

Jason

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Date: Thursday, May 23, 2019 at 11:03 AM
To: Jason Hirsch (b)(6)
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6), Payton Itheme (b)(6), "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jason,

Here are some potential options for high level language and some possible search terms (we can provide MANY more if helpful!)

Thanks!

Erin

Options for overarching vaccine language:

- Whether before birth, throughout childhood, going to school, or into adulthood, learn which safe and effective vaccines you need throughout life for the best disease protection.
- The Centers for Disease Control and Prevention (CDC) recommends safe, effective routine vaccination to prevent vaccine-preventable diseases that occur in infants, children, adolescents, or adults.
- Safe, effective vaccinations are the best way to protect you, your family, and your community from the serious effects of certain diseases.

Common search terms:

Vaccine

Vaccines

Immunization

Immunizations

Measles vaccine

Mumps vaccine

MMR vaccine
Pertussis vaccine
Whooping cough vaccine
Tdap vaccine
Dtap vaccine
Tetanus vaccine
Flu vaccine
Influenza vaccine
Shingles vaccine
Herpes Zoster vaccine
Pneumococcal vaccine

From: Connelly, Erin (CDC/DDID/NCIRD/OD)
Sent: Tuesday, May 21, 2019 7:28 AM
To: Jason Hirsch (b)(6)
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jason,

Yes – we are working on a series of revisions to sections of the vaccine site to improve our user experience (tightening up the language and updating the design to be more mobile friendly on pages that get higher proportions of mobile traffic). So, we can make sure that language we recommend for the inform module is reflected on the main vaccine page.

We'll be back in touch with some suggestions quickly.

Thx!
Erin

From: Jason Hirsch (b)(6)
Sent: Tuesday, May 21, 2019 6:59 AM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Thanks, Erin. Of course, whatever I learn in the user research I will share with you all. The link you shared is the link I had been mining for all of the original suggestions we discussed; I figured your suggestions would be generally aligned with that material! The trick is if you have accessible ways of conveying that same information!

If we all like language that generally flows from your site but is not specifically on there, do you still think it is possible to get one of the web pages modified slightly?

I look forward to hearing your thoughts on language options!

Thank you!

Jason

From: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Date: Tuesday, May 21, 2019 at 3:53 AM
To: Jason Hirsch (b)(6)
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6) Payton Iheme (b)(6) "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jason,

Thanks for checking in, and many apologies for the delay on our end! We will send over some optional wording ASAP and would be very interested in hearing about any feedback you get from users. Stay tuned, and we will have something over quickly. And – we anticipate that our language will be aligned with content on www.cdc.gov/vaccines.

Thanks!!

Erin

From: Jason Hirsch (b)(6)
Sent: Tuesday, May 21, 2019 4:49 AM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Hi Erin and team,

I wanted to follow up about the vaccinations inform treatments we are building. After our last call, you were going to send me thoughts about the mock inform module I sent you, including other proposed options for language that we might consider. Have you had a chance to consider possible improvements to the wording for the inform module? Our goal is to launch the inform treatments by mid-June. To that end, we plan to do some focus grouping very soon of different options to understand what resonates with users. We can include multiple options in those sessions. I would love your thoughts on possible derivatives of what I sent you that you all think we should test.

In addition, we have also been considering this language: *"According to the CDC, 'the benefits of vaccines are much greater than the risks associated with them. Vaccines can protect you, your family, and your community by preventing the spread of serious illnesses.'"* Any thoughts you have about this option would be very helpful. It zooms the focus out to include single people and adults without children. For this language, we would need to add the sentences to your website. On our last call you thought that would not be an issue, but I want to confirm that is still the case.

I look forward to your thoughts.

Thank you.

Jason

From: Jason Hirsch (b)(6)
Date: Thursday, May 2, 2019 at 9:00 AM
To: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>
Cc: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>, Stephanie Sasser (b)(6), Payton Iheme (b)(6), "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Thank you!

Jason

On May 2, 2019, at 8:55 AM, Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov> wrote:

Hi Jason,

I am checking right now and hope to get back to you ASAP.

Thx!

Erin

From: Jason Hirsch (b)(6)
Sent: Thursday, May 2, 2019 11:52 AM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>
Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6) Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Hi Erin,

Thank you for the quick response. Is there any way that we could do 3, 3:30, or 6:30 (if not too late) EST today? If not, I will try to move something and make 1:30PST work.

Thank you very much. Look forward to speaking with you.

Jason

On May 2, 2019, at 6:11 AM, Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov> wrote:

Hi all,

Update on our end – looks like we have some things that can be moved around today, and the 4:30 slot will not work for us. If 1:30 works for you that would be ideal (we have a senior SME out tomorrow who we want to involve). We can look at other options if there's any way to connect today.

Thanks!

Erin

From: Connelly, Erin (CDC/DDID/NCIRD/OD)
Sent: Thursday, May 2, 2019 8:33 AM
To: 'Jason Hirsch' (b)(6) Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6)
Cc: Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jason,

Our team within CDC will take the lead on setting up this call. We would love to find a time that works today or tomorrow, if possible. Would you all be available for a 30 minute call today at 1:30 or 4:30 Eastern (10:30/1:30 pacific)?

Thanks!
Erin

Erin Connelly, M.P.Aff.
Associate Director for Communication Science
Health Communication Science Office
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention
efd5@cdc.gov
cell: 404-514-6621

From: Jason Hirsch (b)(6)
Sent: Thursday, May 2, 2019 4:15 AM
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Stephanie Sasser (b)(6) Payton Iheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: Re: Vaccine Misinfo

Hi Jessica and team,

I am writing to follow up on our conversations from early March about Facebook's continued efforts to fight misinformation about vaccinations on our platform. As you know, we launched our broad-based efforts not long after we spoke, with phase one focused on reducing the distribution of misinformation. The other main pillar of our effort on this front is the development of information modules, presenting users with true and authoritative information about vaccines on our platform, and a link to learn even more about the topic. We had discussed rooting these inform modules in information from the CDC for users in the U.S. and then showing those users a link to the CDC'S Vaccines & Immunizations page.

We have now advanced a good ways down the road in developing our inform modules, in which we would very like to link users to the CDC's website and quote some of the points you make on the site about the importance of getting vaccinated. Because we would like to provide our users with the CDC's information, I wanted to see if it would be possible to set up another call with you all to look over and discuss the draft inform modules. I know when we last spoke you all were enthusiastic about Facebook promoting your information about vaccines, but we want to go through all the details with you and solicit your feedback on the proposed modules as well as discuss any logistical issues around our providing your information to users.

If it would be possible to set up a 30-minute call sometime over the rest of this week or next week, we would greatly appreciate your time. We can be flexible to work around all of your schedules. We are very excited about these inform modules and hope you will be too.

Thank you!

Jason

From: "Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)" <ghq1@cdc.gov>
Date: Wednesday, March 6, 2019 at 3:22 PM
To: Stephanie Sasser (b)(6) Payton Itheme (b)(6) Jason Hirsch (b)(6)
Cc: "Connelly, Erin (CDC/DDID/NCIRD/OD)" <efd5@cdc.gov>, "Nordlund, Kristen (CDC/DDID/NCIRD/OD)" <hok4@cdc.gov>, "Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR)" <hbv2@cdc.gov>, "Nguyen, Lyn (CDC/DDID/NCEZID/DHQP)" <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi all – thanks again for the call yesterday! Following up with a few items as discussed. I'm also attaching for your reference a recent CDC publication outlining vaccine safety controversies. Access to the article is also available online here: <https://academic.oup.com/cid/advance-article/doi/10.1093/cid/ciz135/5316263?guestAccessKey=97c06ad9-e888-42f9-8d67-54aacf8a6968>. We look forward to future discussions.

1. Additional information sources:

Global

- [United Nations](#)
- [Doctors without Borders](#)
- [GAVI, the Vaccine Alliance](#)

Americas

- [National Academy of Sciences](#)
- [Pan American Health Organization](#)

Europe

- [European Centre for Disease Prevention and Control](#)
- [Institut Pasteur](#)
- [Vaccine Confidence Project](#)

2. CDC reactive statement

[CDC.gov](https://www.cdc.gov) is America's online source for credible health information. We are committed to providing up-to-date, science-based recommendations that anyone, including parents, kids, health departments, and healthcare providers, can use to make informed health decisions.

Thanks!
Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser (b)(6)
Sent: Tuesday, March 5, 2019 5:41 PM
To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme (b)(6)
Jason Hirsch (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Jessica and team,

Thank you again for taking the time to speak with us this afternoon. It was great to hear your perspective on our upcoming policies, and looking forward to learning from the CDC's vast expertise in vaccination information, as well as health information more broadly. There are no immediate action items ahead of the Thursday announcement, but I captured the following next steps:

- CDC to share list of authoritative sources on vaccine information (global and regional)
- CDC to consider press response to questions following announcement; would be great if you could share with us so that we can be prepared
- CDC to review the list of hoaxes Jason shared and help us identify any additional that may be missing
- FB to set up follow up meeting to discuss the above and begin conversations on health misinformation beyond vaccines

Please let me know if there's anything I missed. I'm also copying Jason on this thread who can respond to policy-specific questions, with Payton remaining your primary point of contact. Looking forward to connecting again soon.

All the best,
Stephanie

Stephanie Sasser

Social Good, Health Partnerships

[facebook](#)

From: Stephanie Sasser
Sent: Monday, March 4, 2019 12:45 PM
To: 'Schindelar, Jessica (CDC/DDID/NCEZID/DHQP)' <ghq1@cdc.gov>; Payton Itheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Jessica,

Let's do tomorrow March 5th at 3:30 ET. I'll send this group an invite with a link to video conference. Thanks again for the quick turnaround, and looking forward to speaking tomorrow!

Best,
Stephanie

Stephanie Sasser
Social Good, Health Partnerships
[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>
Sent: Monday, March 4, 2019 11:19 AM
To: Stephanie Sasser (b)(6) Payton Itheme (b)(6)
Cc: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Nordlund, Kristen (CDC/DDID/NCIRD/OD) <hok4@cdc.gov>; Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR) <hbv2@cdc.gov>; Nguyen, Lyn (CDC/DDID/NCEZID/DHQP) <ivx1@cdc.gov>
Subject: RE: Vaccine Misinfo

Hi Stephanie –

CDC staff on the cc line will be joining our call. We have availability on the following days/times:

Tuesday, March 5, 11am-12pm ET or 3:30-4:30pm ET
Wednesday, March 6, 3:30-4:30pm ET
Thursday, March 7, 1-2pm ET

Please let me know what might work best for you.

Thanks!
Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser [REDACTED]

Sent: Monday, March 4, 2019 12:05 PM

To: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>; Payton Iheme [REDACTED]

Subject: RE: Vaccine Misinfo

That sounds great, thanks Jessica! Glad we reached the right person at CDC. If possible to set up a 30 minute call today or tomorrow, that would be great. Let me know what works on your end.

Thanks again,
Stephanie

Stephanie Sasser

Social Good, Health Partnerships

[facebook](#)

From: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Sent: Monday, March 4, 2019 6:24 AM

To: Stephanie Sasser [REDACTED] Payton Iheme [REDACTED]

Subject: RE: Vaccine Misinfo

Thanks Payton and Stephanie – this is great to hear and fits well with my new role. I moved to a different office at CDC in December and vaccine safety work is in the purview of my new office. I'm definitely interested in scheduling a meeting to learn more about the announcement and future plans. I will need to loop in colleagues from my office as well as our immunization communications teams; I can connect with them today and send over some options for availability this week.

Thanks!
Jessica

Jessica Schindelar, MPH

Office: 404-498-6174

Mobile: 404-807-9169

From: Stephanie Sasser [REDACTED]

Sent: Monday, March 4, 2019 9:19 AM

To: Payton Iheme [REDACTED]

Cc: Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@cdc.gov>

Subject: Re: Vaccine Misinfo

Many thanks Payton.

Jessica,

It's great to be connected with you. As Payton mentioned, we'd love to set up some time to speak to you and any of your colleagues about our work to limit the spread of misinformation about vaccines on our platform. It would be great to get your feedback on our approach and learn about additional resources that could be helpful. Please let me know if you're open to this and your availability this week for a call.

Thank you in advance, and look forward to connecting.

All the best,
Stephanie

On Mar 3, 2019, at 5:47 PM, Payton Iheme (b)(6) wrote:

Hi Jessica,

I hope that you are doing well.

Over the last few months, Facebook has been working on an effort to combat health misinformation, which we take very seriously.

Next week, we'll be announcing the first stage of this process which involves establishing new policies and action we're taking against misinformation about vaccines. The bedrock of this policy relies on widely debunked claims that we've gathered from published reports from a range of organizations including the CDC.

We plan to reference the CDC along with other health organizations in our announcement – just mentioning that your published work has helped inform our policy.

In the long term over the next few weeks, we'd like to explore convening partners in the health space to talk about misinformation more broadly, and how we can enhance our current strategies to combat it.

Would love to set up a call with you to discuss both the announcement next week and your thoughts around our longer term goals. Introducing you to my colleague Stephanie who is helping to lead this effort and can coordinate a meeting.

Best,

Payton

Facebook Public Policy