

From: Connelly, Erin (CDC/DDID/NCIRD/OD)
Sent: Tue, 23 Jul 2019 11:59:46 +0000
To: Jason Hirsch
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

Thanks, Jason!

From: Jason Hirsch (b)(6)
Sent: Tuesday, July 23, 2019 12:43 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>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>
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: <https://www.bluejeans.com/>. 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: Connelly, Erin (CDC/DDID/NCIRD/OD)
Sent: Tue, 23 Jul 2019 12:03:07 +0000
To: Jason Hirsch
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

Thanks! We'll talk to you in a few hours.

Erin and team

From: Jason Hirsch (b)(6)
Sent: Tuesday, July 23, 2019 1:18 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>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>
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/DDID/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/DDID/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/DDID/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, AAP, 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 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,

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) <gha1@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)>; Lordlund, 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 Itheme <(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 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 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](#) 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 Ihome <(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 Ihome <(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: Connelly, Erin (CDC/DDID/NCIRD/OD)
Sent: Wed, 24 Jul 2019 12:28:17 +0000
To: Jason Hirsch; Nordlund, Kristen (CDC/DDID/NCIRD/OD); Vaughn, William (CDC/DDID/NCEZID/DHQP) (CTR); Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD); Rodriguez, Leslie (CDC/DDID/NCIRD/OD)
Cc: Marshall, Maureen (CDC/DDID/NCIRD/OD)
Subject: RE: Inform Options

Hi Jason,

Leslie Rodriguez will be working with you to set up another check in on this once our CDC team has reached consensus on options for the language and, most importantly, the web destination.

Thanks!
Erin

From: Jason Hirsch (b)(6)
Sent: Tuesday, July 23, 2019 1:16 AM
To: Connelly, Erin (CDC/DDID/NCIRD/OD) <efd5@cdc.gov>; Schindelar, Jessica (CDC/DDID/NCEZID/DHQP) <ghq1@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>; Bretthauer-Mueller, Rosemary (CDC/DDNID/NCIPC/OD) <zhk0@cdc.gov>
Subject: Inform Options

Post-Testing Options to Discuss

When it comes to health, everyone wants reliable information. The Centers for Disease Control (CDC) has answers to common questions you may have about vaccines. Go to [hyperlink to landing page].

When it comes to health, everyone wants reliable, up-to-date information. The Centers for Disease Control (CDC) has answers to common questions you may have about vaccines.

When it comes to health, everyone wants reliable, up-to-date information. Learn why the U.S. Centers for Disease Control (CDC) recommends a series of vaccinations to prevent many illnesses.

When it comes to health, everyone wants the best for themselves and their loved ones. Learn why the U.S. Centers for Disease Control (CDC) recommends a series of vaccinations to prevent many illnesses.

When it comes to health, everyone wants the best for themselves and their loved ones. The Centers for Disease Control (CDC) has answers to common questions you may have about vaccines.

There are three options for sentence 1

When it comes to health, everyone wants reliable, up-to-date information.

When it comes to health, everyone wants reliable information.

When it comes to health, everyone wants the best for themselves and their loved ones.

There are two options for sentence 2

The Centers for Disease Control (CDC) has answers to common questions you may have about vaccines.

Learn why the U.S. Centers for Disease Control (CDC) recommends a series of vaccinations to prevent many illnesses.

There are two options for landing pages (each goes slightly better depending on which second sentence we choose)

<https://www.cdc.gov/vaccines/index.html>

<https://www.cdc.gov/vaccines/vac-gen/common-faqs.htm>