

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Thu, 15 Oct 2020 20:00:39 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** CDC IMS JIC Social Media -2; Dempsey, Jay H. (CDC/OD/OADC); Aspinwall, Brooke (CDC/DDID/NCIRD/OD)  
**Subject:** Ad Rejected

Hi Airton,

One of the ads we had scheduled to start running tomorrow was rejected. The ad is a copy of an ad that was previously running and the Ad ID is 23845889967470335. Hopefully this is an easy fix, but let me know if you need any other information.

Thank you!  
Hallie

Hallie Averbach, MPH  
Health Communication Specialist  
COVID-19 Response  
JIC Social Media Team  
Contractor: Eagle Global Scientific  
(404)-983-8372  
qck9@cdc.gov

**From:** Hood, Emily (CDC/OD/OADC) (CTR)  
**Sent:** Wed, 6 May 2020 12:40:14 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Darcey Kane Geary;Payton Itheme;Annie Lewis  
**Subject:** Ad Rejected: AD ID: 23844682650530434

Hi Airton,

I wanted to check in on the below ad within the Hot Spots Reach campaign. The ad was set to end today anyway, but we will be using this ad creative again this week; we wanted to make sure this wasn't an issue that would resurface when we set up the ad again. Could you check on it?

HS: Cloth Face Coverings Do's and Don'ts 4.30 (hot spot audience 4.27) AD ID: 23844682650530434 was just reported as ad rejected. Note it has been running since Sat.

It is noting two items:

- Non functional landing page; the web page is <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cloth-face-cover-faq.html>; we checked and the link is working and meets up with the image and ad text
- Controversial content; with the policy being "Ads must not contain content that exploits crises or controversial political or social issues for commercial purposes."

Thanks you!!!  
Emily

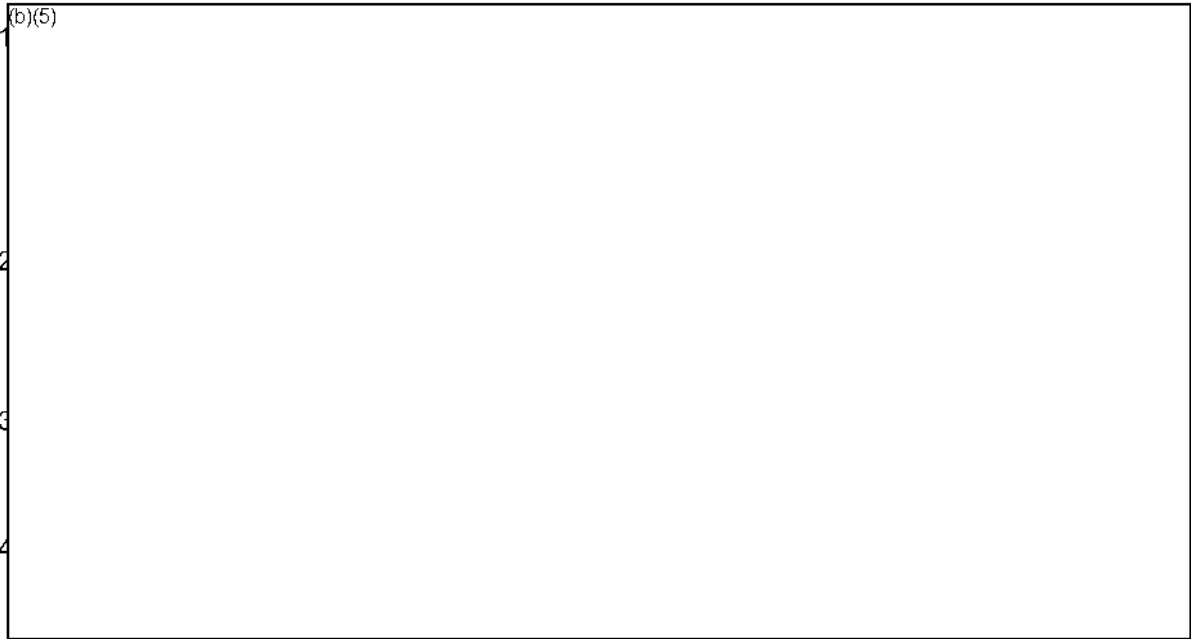
**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Jan Antonaros  
**Sent:** Wed, 25 Mar 2020 20:56:27 -0400  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD); Bonander, Jason (CDC/OCOO/OCIO); Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Stanley Onyimba; Megan Ryskamp  
**Subject:** Additional Follow-up from CDC call  
**Attachments:** [External for CDC] COVID Local Call Ahead (1).docx, [External for CDC] COVID Local Call Ahead.docx

This email contains confidential information

Hi CDC Team,

Thanks for the update on the self-checker traffic analysis. We have a few additional product updates and plans we'd like to share:



Thanks,  
Jan  
Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

# Google Confidential

## CDC “COVID-19 Alert” on Google.com and Google Maps for users searching for Healthcare

### Background:

- We have quickly launched a Covid-19 alert that users see as part of Google Local Search and Google Maps when they search for
  - (1) doctors, clinics, hospitals and other healthcare services
  - (2) coronavirus testing near me
- The alert surfaces the latest recommendations from public health agencies (CDC in the US, WHO globally).
- We have only received CDC approval for the English variant of the alert

(b)(5)

<b>English • Approved</b>	
<b>Copy Long</b>	<p>If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.</p> <p>Source: Centers for Disease Control and Prevention  Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a></p>
<b>Short</b> (required for small screens)	Call your doctor before visiting if you may have COVID-19. Source: CDC

**User Experience • Live on Google.com and Google Maps now • English-only**

Long version

hospitals near seattle

**COVID-19 alert**

If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Source: Centers for Disease Control and Prevention  
<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>

Short version

Sutter Pacific Medical Foundation

coronavirus testing near me

**COVID-19 alert**

If you think you may have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Source: Centers for Disease Control and Prevention  
<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>

Call Sutter Department of Public Health  
<https://www.sutterpac.com/covid-19>

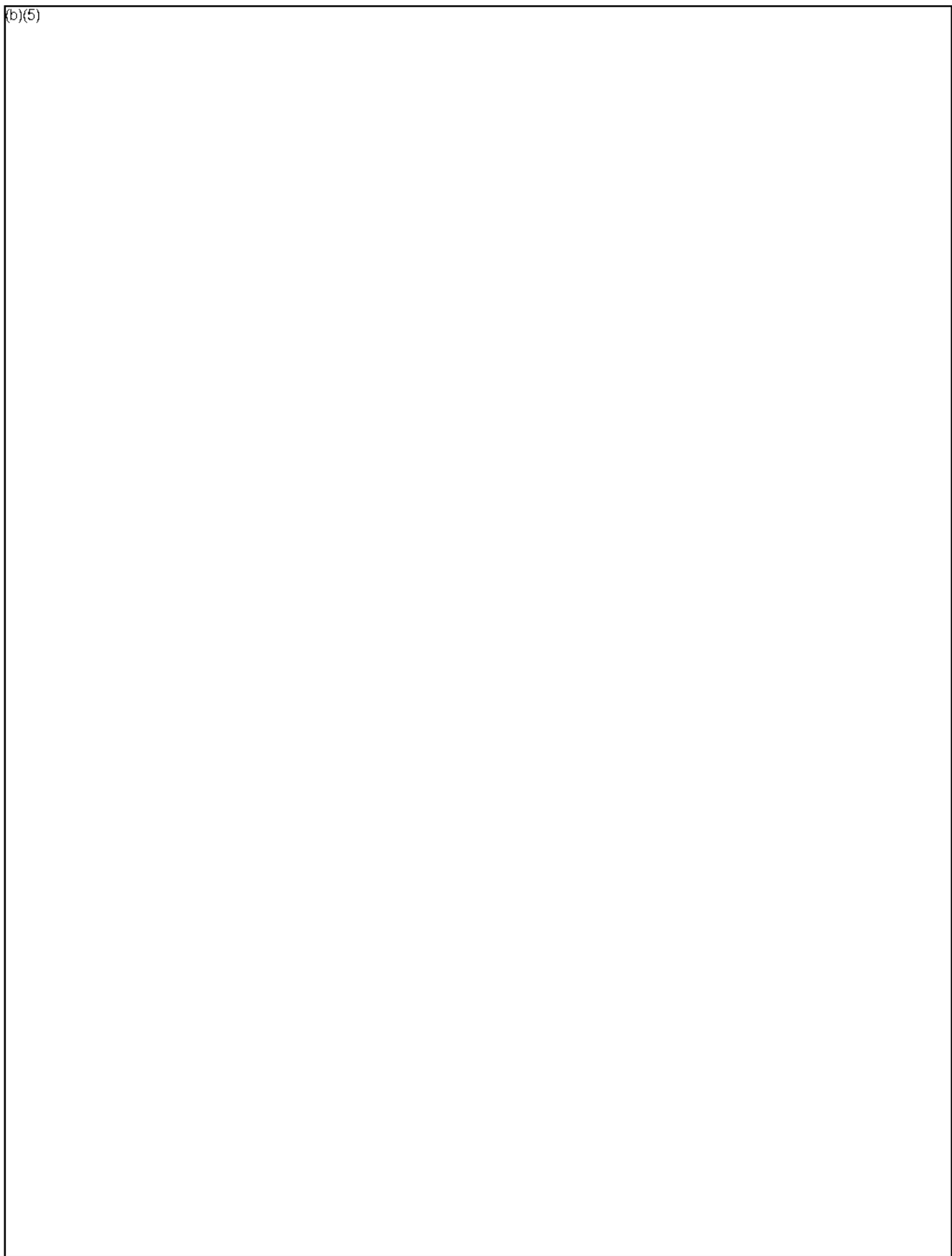
1620 Great Oaks Dr, San Francisco, CA 94110  
(415) 849-4375  
<http://www.sutterpac.com>  
PR00196-Mesaun-Dept of Public Health

Priority 2: CDC approval needed for the following translations (20 languages)

*Note: Translations of original CDC copy performed by Google's localization org*

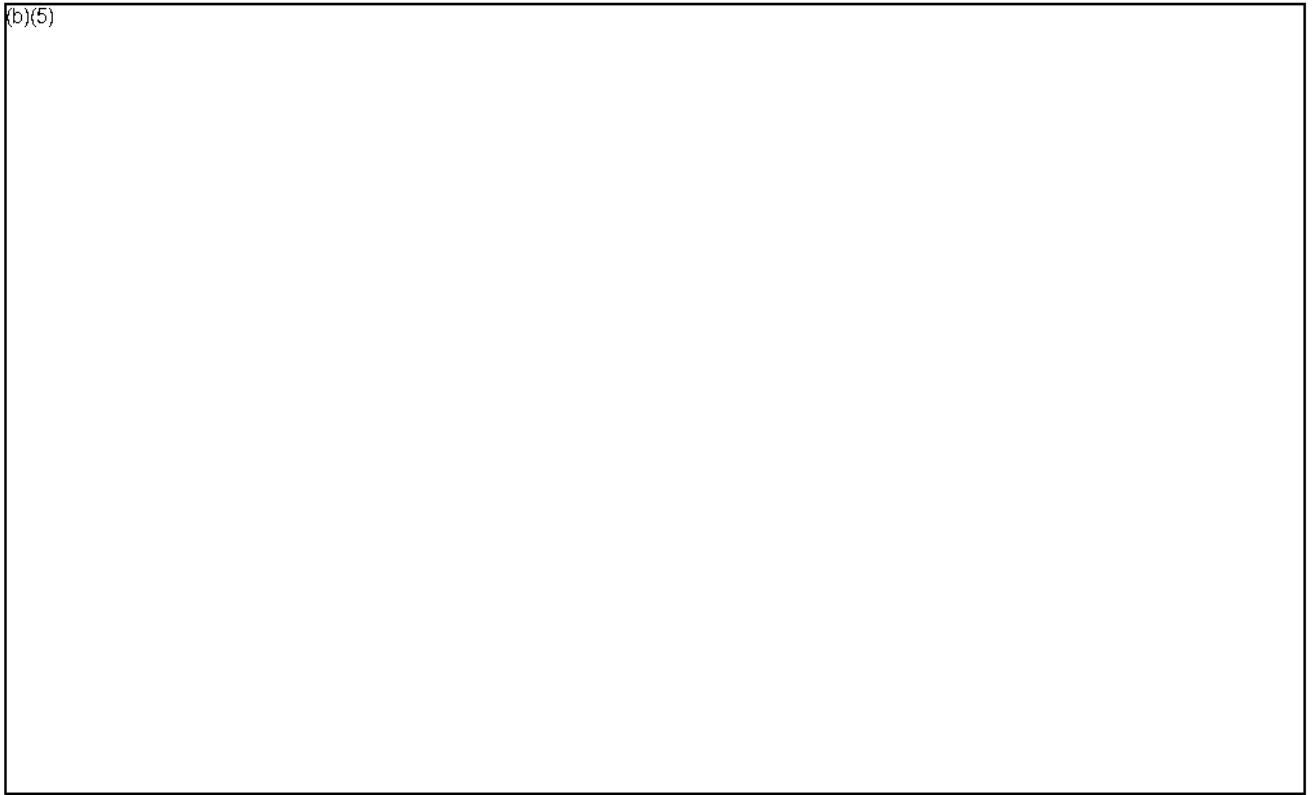
(b)(5)

(b)(5)



(b)(5)

(b)(5)





# Google Confidential

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### Background:

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- The alert surfaces the latest recommendations from public health agencies (CDC in the US, WHO globally).
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(b)(5)

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<b>Copy Long</b>	<p>If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.</p> <p>Source: Centers for Disease Control and Prevention  Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a></p>
<b>Short</b> (required for small screens)	Call your doctor before visiting if you may have COVID-19. Source: CDC

**User Experience • Live on Google.com and Google Maps now • English-only**

Long version

hospitals near seattle

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If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Source: Centers for Disease Control and Prevention

For more information, please visit:  
<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>

Short version

Sutter Pacific Medical Foundation

coronavirus testing near me

**COVID-19 alert**

If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Source: Centers for Disease Control and Prevention

For more information, please visit:  
<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>

1620 Great Oaks Dr, San Francisco, CA 94110  
(415) 829-4375  
<http://www.sutterpac.com>  
P-00196-Missouri Dept of Health Services

Priority 2: CDC approval needed for the following translations (20 languages)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

**From:** Kunal Khanna  
**Sent:** Tue, 24 Mar 2020 12:54:07 -0400  
**To:** Beistle, Diane (CDC/DDNID/NCCDPHP/OSH);Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Josh Millman;Billy Hearst  
**Cc:** Mason Hoffman  
**Subject:** An Info Care Package From Your Google Team  
**Attachments:** 2020 YouTube Trends & Covid-19.pdf

Hello Team CDC Tips,

Wanted to share some tips and tricks with you which has everything from the latest research that we can share on YouTube to WFH ideas & FYIs for motivating teams - thought you might find it useful. If you're interested in any of the data or creative resources let me know!

As always, we love hearing your ideas and supporting your work in any way we can. Let us know what you need!

Kunal, Mason + Your Google Team



### What's happening?

The US is entering a new reality as quarantine and self-distancing measures are put in place.

- **78%** now working from home
- **32.5M** US children currently out of school

These changes are already highly disruptive to travel companies, restaurants, and small businesses. As Americans stay inside, there are also implications for media and entertainment, communications, and the way you would connect and reach American's

- **In the US, there has been 10x growth in watchtime on YouTube from day one to day 28.**
- People are turning to online video to adapt, connect and cope. There's been an **increase in views for pantry meals, coping techniques and at home workouts.** Full deck is attached below.
- [Search trends](#) and insights around COVID-19



### What resources we can offer to help:

*Vet your message or sentiment with a virtual focus*

*group:*

- [Google Surveys](#) can help replace things like in person focus groups in the short term.
- Use Google's [Audience Explorer](#) to see how your audiences' interests may have changed or be changing



- Bumper Machine (Beta):\* [Bumper Machine \(Beta\)](#) is a tool developed using Google Machine Learning technology that automates the creation of 6-second video assets by cutting down existing long form video assets into multiple shorter options. The tool also has light editing features to give users the final say on how their videos should look and sound for their campaigns.
- Create With Google: [Create With Google](#) is our creative resource designed to inspire, inform and enable creative makers from ideation to execution. This destination includes tools like [Audience Connect](#), giving your audience the ability to connect & interact directly with your Google Slides presentation from their phones.

### Working together, apart and staying motivated

- [A Web Whiteboard](#) and [Hangouts](#) and [G Suite](#) for productivity

- 

Our colleague Jessi's husband has worked from home for the past six years. These are Jessi and Jason's top tips for WFH success:

- **Get ready in the morning.** Do your morning routine like you're about to go to the office.
- **Set up a workstation.** Decide where you're going to work each day, and *only* do work there.
- **Speaking of boundaries... have them.** Set yourself a schedule with a start time, end time, and some breaks built in. Make this your routine that you try and stick to every day.
- **Physical movement.** This morning, I sat down at my desk and didn't get up for about 3 hours. Productive? Sure. Healthy? Probably not. While you're on your breaks, get up and move. Bonus points if you can incorporate some fresh air

Personally, I get a lot of energy from working with others. Here are some social ideas our team brought to life the last two weeks:

- Coffee check in and virtual happy hour
- Lunch together
- MTV Cribs: Home office edition
- Question of the day: Favorite coffee mug, breakfast choice, currently reading
- In the background: [Met Opera live stream](#)
- Team music playlist
- Daily priority check in

When there's no separation between home and office, it becomes even more important to set boundaries and carve out time to care for yourself and others.

- Entertainment
  - Check out these 'stay home #withme' playlists: [Cook with me](#), [Jam with me](#), [workout with me](#), [Meditate with me](#), [Draw with me](#)
  - Take a virtual tour of some of the world's greatest museums and heritage sites with [Museum Views](#)
- Community support
  - Take out from local restaurants with [Dining at a Distance](#)
  - Merch (vinyl, shirts) for bands that are no longer seeing concert ticket sales

Board game delivery(!): [Labyrinth](#)

Kunal Khanna | Public Health Lead, Google For Government | [kunalkhanna@google.com](mailto:kunalkhanna@google.com) | 347-899-6208





# YouTube Trends Around Covid-19

March 2020

With so many people spending more time at home, YouTube usage is up around the world

On YouTube, we're seeing **tens of millions of search queries** each day related to COVID-19.

Over the last month, we've seen **billions of views** on COVID-19 related content on YouTube.

# People are consuming more YouTube and more often: for authoritative news alone, we've experienced a significant increase in watchtime in February 2020

In Italy, there has been **20x** growth in watchtime from day one to day 28.

In Germany, there has been **11x** growth in watchtime from day one to day 28.

In France, there has been **4x** growth in watchtime from day one to day 28.

In Great Britain, there has been **6.5x** growth in watchtime from day one to day 28.

In the US, there has been **10x** growth in watchtime from day one to day 28.

In Indonesia, there has been **1.5x** growth in watchtime from day one to day 28.

In Japan, there has been **3.5x** growth in watchtime from day one to day 28.

In South Korea, there has been **2x** growth in watchtime from day one to day 28.

Source: Google Internal Data, Global, February 13 - March 11, 2020.

*Authoritative news* is defined by a number of signals to determine which channels are eligible for our news surfaces on YouTube, including inputs from Google News, to ensure only content from established and relevant news sources is surfaced in our officially labeled news sites.

# People respond to staying home during Covid-19



Average global daily uploads of videos with "***At Home***" in the title increased over 50% from March 10 through March 15.

Source: Google Internal Data, Global, March 2020. Increase compared to the average daily uploads in 2020 prior to March 10th.

# People are turning to online video to adapt, cope and connect



## Study With Me

52% increase in views y/o/y

As more and more young people adapt to at-home learning, students are leaning into 'study with me' videos for companionship and motivation.

*YouTube data, Global, March 10 - March 16, 2020.*



## Pantry Meals

49% increase in views y/o/y

When it comes to recipes, hungry users look to YouTube to learn how to put fresh spins on non-perishable items commonly found in their pantry.

*YouTube data, Global, Jan 1- March 16, 2020 vs. same period in 2019.*



## Coping Techniques

38% increase in views y/o/y

Recent weeks and months have given people a lot to worry about. From 5-minute meditation to stress relieving yoga, people turn to YouTube to learn new coping techniques to manage stress.

*YouTube Data, Global, Jan 1- March 16, 2020 vs. same period in 2019.*



## At Home Workouts

57% increased avg daily uploads

More than 8000 channels strong, YouTube's fitness community spans all sort of specialities, empowering users to maintain their workout schedules, despite challenging times.

*YouTube Data, Global, January 1- March 18, 2020. Avg daily uploads of videos with 'workout at home' in the title since March 10, 2020.*

# Creators are uploading new types of content for people's changing needs

## Uploads

Average global daily uploads of videos with "**At Home**" in the title increased by over 50% from March 10 through March 15 compared to the average daily uploads prior to that in 2020.

Source: Google Internal Data, Global, March 2020

Average global daily uploads of videos with "**Workout At Home**" in the title increased over 55% from March 10 through March 15 compared to the average daily uploads prior to that in 2020.

## Views

Global views in 2020 related to videos with "**study with me**" in the title are over 50% higher than the same period last year.

Source: Google Internal Data, Global, Jan 1-Mar 16 2020 vs. 2019

Global views in 2020 related to videos related to **cooking** or **recipes** are over 45% higher than the same period last year.

# Creators are finding new ways to connect with people

## Sports



### Flamengo x Portuguesa-RJ

2020 Rio de Janeiro State Championship streamed live on March 14th and was the 2nd largest live stream in Brazil history

## Heads of State



### India Coronavirus Address

Prime Minister Modi addressed India on March 19th



### France Coronavirus Address

President Macron addressed France on the country wide lockdown on March 16th

## Entertainment



### Alejandro Sanz Concert

Artist live streamed a concert in the US from the Arthouse in Miami after the cancellation of his tour (~150K peak concurrent viewers)

## Local Business



### Charlie's Corner Storytime

Local San Francisco bookstore story time live stream



### Local ballet school

Streaming classes online for free

# YouTube continues to focus on responsibility in this evolving environment

## Remove

We've reviewed over 100K videos related to dangerous or misleading coronavirus information since early February.

We've removed over 7K videos related to dangerous or misleading coronavirus information since early February.

95% of videos removed for harmful and misleading coronavirus misinformation were first flagged through YouTube's automated flagging systems. [Feb 3 - Mar 13]

More than 70% of videos YouTube removed for dangerous or misleading coronavirus misinformation were removed with 100 views or less. [Feb 3 - Mar 13]

## Raise

YouTube is showing users information panels about Covid-19 when they search for (or watch a video about Covid-19) and as of [date], we delivered more than 800M impressions of these covid-19 information panels. For the first time, YouTube is also using its home page to show info panels related to Covid-19.



**From:** Payton Ihome  
**Sent:** Thu, 12 Mar 2020 02:47:09 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC)  
**Subject:** CDC & Facebook News | COVID-19  
**Attachments:** video-1583950901.mp4

Hi Carol and Kathleen,

Our teams here and I noticed you have been uploading some very informative videos such as '[What You Need To Know About Handwashing](#)' to your Facebook page. The Facebook News team plans to feature some of these videos in the news section of Facebook. Typically we only curate content from a set of trusted news partners in this environment, but given the seriousness of COVID-19, we felt it necessary to include some of your video content too, along with WHO videos.

The Facebook news team sent me the attached mock-up video of what it might look like. There's no action on your part, I just wanted to keep you in the loop, but please do let me know if you have any questions or concerns.

Best,

Payton

**From:** Matt Ross  
**Sent:** Thu, 14 May 2020 19:28:38 +0000  
**To:** Mann, Steve (CDC/OD/OADC);Layton, Kathleen (CDC/OD/OADC);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** CDC & LinkedIn - updates

Hi Jay, Steve, and Kathleen,

Hope you're all fine.

Two updates below on LinkedIn tools I wanted to share. Please let me know any questions – I want to ensure the CDC is leveraging LinkedIn to the fullest potential.

First, we've launched Virtual Events – so now LinkedIn Live video can be broadcast directly to Members who have registered to attend a LinkedIn Event. Live video and events can also be used separately on their own. Here's more: <https://business.linkedin.com/marketing-solutions/cx/20/05/linkedin-events-solutions>

Second, LinkedIn has launched Polls, which are a great way to drive engagement on your posts and provide more data feedback than just a Like. Here's more: [https://blog.linkedin.com/2020/may/12/tapping-into-the-power-of-your-professional-network-with-polls?utm\\_source=dlvr.it&utm\\_medium=twitter](https://blog.linkedin.com/2020/may/12/tapping-into-the-power-of-your-professional-network-with-polls?utm_source=dlvr.it&utm_medium=twitter)

Separately, Are you all in touch with the LinkedIn Editorial team? There are so many great interviews happening on LinkedIn that I wanted to be sure those conversations are happening.

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
  
[maross@linkedin.com](mailto:maross@linkedin.com)  
<https://www.linkedin.com/in/mattrossdc/>

**From:** "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>  
**Date:** Tuesday, April 7, 2020 at 4:35 PM  
**To:** Matt Ross <maross@linkedin.com>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, Allison Larson <alarson@linkedin.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: CDC & LinkedIn Live

Matt,

Our broadcast team uses a tool called elemental for Facebook Live and webcasts.

**From:** Matt Ross <maross@linkedin.com>

**Sent:** Monday, April 06, 2020 4:05 PM

**To:** Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Allison Larson <alarson@linkedin.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: CDC & LinkedIn Live

Hi Steve,

One more follow up, who in particular you have used for Facebook live? 4 partners I see that both FB and LinkedIn use are EasyLive, Switcher Studio, Wirecast, and Wowza.

We'd very much look forward to helping the CDC message to your substantial following on LinkedIn. Please let us know how we can help.

Thanks,  
Matt

**Matt Ross**

LinkedIn Marketing Solutions

703-509-4726

**LinkedIn**

[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** Allison Larson <alarson@linkedin.com>

**Date:** Monday, April 6, 2020 at 3:55 PM

**To:** "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>, Matt Ross <maross@linkedin.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>

**Subject:** RE: CDC & LinkedIn Live

Hi Steve,

We have a list here of the different broadcasting tools we work with.

It gives a breakdown of what type of support level and pricing you can expect. Looks like there are a few on the list that don't require a software set up.

Best,

Allison

**From:** Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Sent:** Friday, April 3, 2020 5:18 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Allison Larson <[alarson@linkedin.com](mailto:alarson@linkedin.com)>  
**Subject:** RE: CDC & LinkedIn Live

Hey Matt,

We have run into a couple of hurdles with the third party software tools.

1. We can't download any software so it would have to be web based.
2. It can't be a replacement for our existing broadcasting software/ set up.

We need something our broadcast team can send a video feed to from our studio similar to how we stream Facebook Live. Any ideas or insights you may have would be appreciated.

If you would like to set up a call sometime next week to brainstorm possible options I am available.

Steve Mann  
Health Communications Specialist  
Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director of Communications  
Centers for Disease Control and Prevention  
Office: 404-639-1702  
Mobile: 470-424-0620

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Friday, April 03, 2020 4:09 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Allison Larson <[alarson@linkedin.com](mailto:alarson@linkedin.com)>  
**Subject:** Re: CDC & LinkedIn Live

Hi Jay, I can imagine that the time of your entire Public Affairs team has been stretched thin, so absolutely understand. I'd be happy to connect on a call next week if you'd like to talk about use-cases for the CDC.

Hi Steve, If you want to let me know any specifics around issues/problems you've encountered please feel free and I can investigate.

I hope you all are able to get some rest you all no doubt deserve this weekend!

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Thursday, April 2, 2020 at 7:55 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>, Allison Larson <[alarson@linkedin.com](mailto:alarson@linkedin.com)>  
**Subject:** RE: CDC & LinkedIn Live

Hi Matt- We did receive notification of approval to access LinkedIn Live. Unfortunately, we haven't had the time to devote to exploring it as we are all heavily involved in the COVID-19 response. It also seems like we may have a software access issue on our end. Perhaps you can discuss with Steve Mann from our team, CC'd here? While we haven't had the time to properly explore the Live option, it could potentially be a powerful tool for COVID-19 response, so I definitely want to see how we can make use of it.


Greatly appreciate your follow-up and please excuse us for not confirming earlier.

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

TELEWORKING

Mobile: 404-910-8478

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**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Thursday, April 2, 2020 10:08 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>; Allison Larson <[alarson@linkedin.com](mailto:alarson@linkedin.com)>  
**Subject:** Re: CDC & LinkedIn Live

Hi Jay,

Did you receive notification of the CDC being approved for LinkedIn Live (from the attached application)? If not, I'd like to help move through expedited if you feel the internal resources & desire to leverage it with messaging exist?

LinkedIn Live could be an invaluable resource to reaching both Business Owners and Employees with timely messaging and, perhaps equally important, giving them a platform to engage and ask questions in real time.

Please let me know how I can help.

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossde/>

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>

**Date:** Wednesday, February 19, 2020 at 12:50 PM

**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>

**Subject:** Re: CDC & LinkedIn Live

Hi team,

Here are some updates on LinkedIn Live:

Approval timelines are currently taking 2-3 weeks

Approval criteria is:

- +1K followers
- Shows record of original, human-based video content
- Has created video in the last 1-2 months
- Shows record of at least monthly native video content

I hope this is helpful for setting expectations.

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, February 18, 2020 at 7:57 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** RE: CDC & LinkedIn Live

Thanks Matt- My application confirmation email is attached.

Also for awareness, next week I'll be out of the office until mid-March. Should you need anything during that time, Kathleen Layton can assist you.

Best-  
Jay

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Tuesday, February 18, 2020 7:38 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** Re: CDC & LinkedIn Live

Wonderful to be in touch with everyone!

Jay, When you receive the response saying your application was received please forward it to me. It should reference a "case #", and may be sent to the email associated with your member profile (which is often a personal email).

Thanks all,  
Matt

**Matt Ross**

LinkedIn Marketing Solutions

703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

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

**Date:** Tuesday, February 18, 2020 at 7:20 PM

**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>

**Subject:** RE: CDC & LinkedIn Live

Matt- Thanks for the follow-up! I've submitted another application and listed my colleagues CC'd here as alternate channel managers.

We'll take a look at the broadcasting specs you included.

Thanks again for your help & I'll look forward to hearing back from you!

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

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 Join us on [Facebook](#)

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>

**Sent:** Tuesday, February 18, 2020 5:23 PM

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

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>

**Subject:** Re: CDC & LinkedIn Live

Hi Jay,



Great to be in touch with you and happy to hear about the interest the CDC has in using linked in live. I'm sorry that it sounds like your first application wasn't processed appropriately. There has been a lot of demand for it even though technically it is still in a beta testing mode. The product team has put a large effort into scaling the resources needed for new companies to participate. Below are two links, the first one includes an application. Please submit another, you'll receive confirmation that your case was received, and I can ask for it to be prioritized internally.

Once (hopefully) approved we can reconnect on a strategy to broadcasting live, if that's of interest. I'd love to be a resource where you find it helpful.

Getting started with LinkedIn Live (inc application): <https://business.linkedin.com/marketing-solutions/linkedin-live/getting-started>

Broadcasting specs: <https://www.linkedin.com/help/linkedin/answer/100225/broadcasting-live-videos-on-linkedin?lang=en>

Best,  
Matt

**Matt Ross**

LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

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

**Date:** Tuesday, February 18, 2020 at 4:54 PM

**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>

**Subject:** CDC & LinkedIn Live

Hi Matt- Writing to introduce myself and ask a question. I'm the social media lead at CDC. A few months ago, we requested access to using the LinkedIn Live feature from the CDC profile, but haven't heard back. We'd like to start planning for a LinkedIn Live event in June and are hoping we can might be able to get access to that feature.

Thanks for any help you can provide.

Best-

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:** Payton Itheme  
**Sent:** Sun, 8 Mar 2020 17:19:40 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Layton, Kathleen (CDC/OD/OADC)  
**Subject:** CDC Ad Credits for COVID-19 - second tranche - \$2M  
**Attachments:** 05.08.20 - Ad Credits for CDC - 2M - exp 12.31.20.xlsx, ATT00001.htm

Good morning Carol and Kathleen,

Below and attached are the coupon codes and corresponding information for the second round of CDC ad credits. These will expire at the end of 2020. When you deliver them, please note that our Ad Coupon Terms and Conditions apply – link here: [www.facebook.com/legal/couponterms](http://www.facebook.com/legal/couponterms).

**Partner: U.S. Centers for Disease Control**

**Purpose:** Facebook ad credits to support messaging related to coronavirus

Ad Credit Coupon Terms and Conditions Apply - <https://www.facebook.com/legal/couponterms>

<b>Ad Coupon Code</b>	<b>Currency</b>	<b>Coupon Value</b>	<b>Expiration</b>
VNKE-83Y9-1H3N-37JR	USD	\$500,000	28-Dec-20
0EJF-3NWF-P36X-WM8R	USD	\$500,000	29-Dec-20
0798-HH5H-E3CJ-K3J9	USD	\$500,000	30-Dec-20
6428-F48H-N6PC-M2HH	USD	\$500,000	31-Dec-20
<b>Total</b>	<b>USD</b>	<b>\$2,000,000</b>	<b>31- Dec-20</b>

**Partner: U.S. Centers for Disease Control**

**Purpose:** Facebook ad credits to support messaging related to coronavirus

Ad Credit Coupon Terms and Conditions Apply - <https://www.facebook.com/legal/couponterms>

<b>Ad Coupon Code</b>	<b>Currency</b>	<b>Coupon Value</b>	<b>Expiration</b>
VNKE-83Y9-1H3N-37JR	USD	\$500,000	28-Dec-20
0EJF-3NWF-P36X-WM8R	USD	\$500,000	29-Dec-20
0798-HH5H-E3CJ-K3J9	USD	\$500,000	30-Dec-20
6428-F48H-N6PC-M2HH	USD	\$500,000	31-Dec-20
<b>Total</b>	<b>USD</b>	<b>\$2,000,000</b>	<b>31-Dec-20</b>

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 31 Jan 2020 15:51:40 +0000  
**To:** Jason Hirsch  
**Subject:** CDC's Coronavirus information

Jason – We meet during your engagement with CDC’s vaccine group. I wanted to reach out to Facebook to see if you need anything from CDC to help provide credible content for coronavirus searches on Facebook? Feel free to point me to others to discuss if better.

Thank you.

Carol Y. Crawford  
Acting Director  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

**From:** Payton Itheme  
**Sent:** Thu, 26 Mar 2020 23:29:33 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** CDC- Support Vulnerable Populations and Frequent travelers  
**Attachments:** Social Learning Units For Covid-19 CDC.pdf

Hi Carol,

On more item. Ever since the initial request for ad credits to reach high-risk communities, the engineers here have been trying to see what Facebook or Instagram products that currently exist that can be shifted or modified to help CDC target those that are frequent travelers, international, and the high-risk populations for COVID.

I'm writing to share a product solution that the engineer team has been working on to support CDC's efforts to get targeted information to specific populations. The thinking here that while the Covid-19 Information Center serves as a megaphone to broadcast general messages to the public, we can also use it to focus in on communities of interest. targeted information into groups that draw in millions of people who are more vulnerable to severe illness from Covid-19 in a way that's organized and evergreen. I've attached a brief for your review.

Ultimately, the teams want to create a product solution that gives people access to key information by meeting them where they already are - in the groups they trust - and not asking them to leave the group and go to an unfamiliar and often not user friendly websites. The teams have been looking at stats and they are seeing that some set of users, the very ones we are trying to target have to get messages in different ways.

**The team wants to spend 20 minutes to walk this through with you/your team. Apparently they have been working on it for the last month to try and find a solution to get messages to these hard to reach communities. Do you have time Friday as you may have ideas they should add or no add? (I am limiting them to 20 minutes. They were not able to make the pre-scheduled standing Wednesday meeting unfortunately.)**

*And more on messenger soon.*

Best,

Payton

# Partner Brief: Social Learning Units for Targeted Populations (CDC)

## Overview

- **What:** Leveraging Social Learning Units (SLUs) to bring critical information to vulnerable communities in a structured, easily consumable way.
- **How:** Enable admins of groups that serve those with underlying conditions to import social learning units that contain targeted, expert information from the CDC website. Admin will be able to select the units most relevant to the populations they serve but will not be able to edit the information. Units are updated weekly (managed by CDC or FB) as the CDC produces new content.
- **Value props:**
  - Enables us to support CDC's need to get targeted information to specific populations of users with FB groups that draw in millions of people (or caregivers) from these populations.
  - Information is ordered, organized and aligned with best practices for how people consume information (eg. "chunking", empowering learners with choice, etc.)
  - High engagement with content – an active, not passive, experience
  - Trustworthy expert content that updates weekly, based on CDC's need.
  - Bring CDC content to meet people where they are - not force them to glean information from new channels (e.g. unfamiliar/hard to navigate websites, mass media, etc.)
  - Enable us to share insights with CDC to help improve targeting and reach

## People Problems

- **Primary** – Vulnerable populations need *targeted, detailed, expert* information that's relevant to them
  - *"Because of my condition I need more information than the general guidance of 'wash your hands' and don't know where to find it."*
  - *"I don't know what constitutes an underlying condition or if I'm at increased risk"*
- **Secondary** - Groups are noisy and information in groups gets lost easily.
  - *"We need the ability to reach everyone in their group through more than a pinned post and announcement. My posts with important information for our community are getting lost in a newsfeed that is jammed." – Bec Johnson, CPT Head Partner*
  - *"Our community is looking for good, vetted information that's consolidated in easy to digest language"* – Meghan Young, PNW Outdoor Women

## Context

The thinking here that while the Covid-19 information center serves as a megaphone to broadcast general messages to the public, we can unlock Social Learning Units to bring expert, targeted information into groups that draw in millions of people who are more vulnerable to severe illness from Covid-19 in a way that's structured, organized and evergreen.

Ultimately, we want to create a product solution that gives people access to key information by meeting them where they already are - in the groups they trust - and not asking them to leave the group and go to an unfamiliar and often not user friendly website.

## Target Audience

V1. (US only):

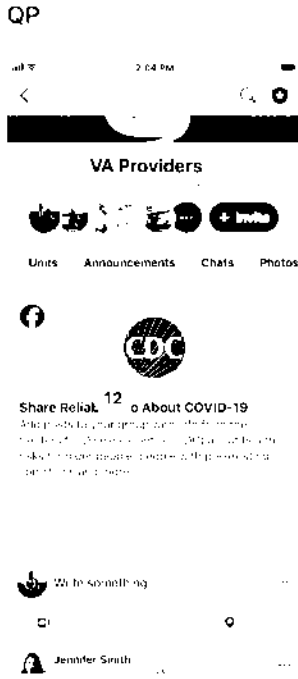
Those with increased health risks:

- Older persons (~12M)
- Asthma (~200K)
- HIV+ (~150K)
- Pregnant women (~3M)

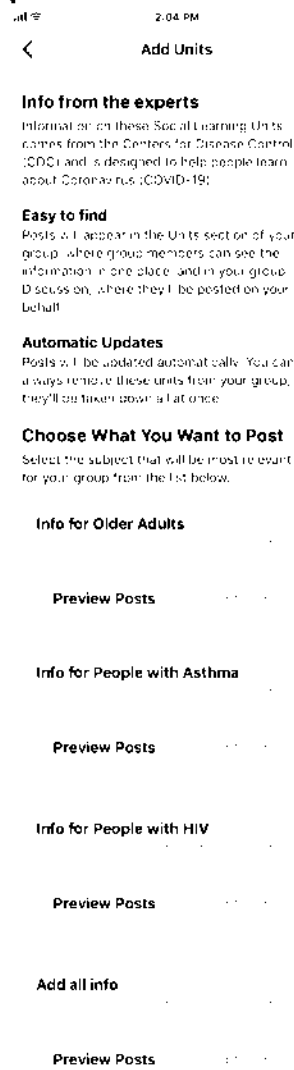
V2. expand geography and identify additional populations (eg first responders, frontline service workers, other medical conditions etc)

## Product Experience

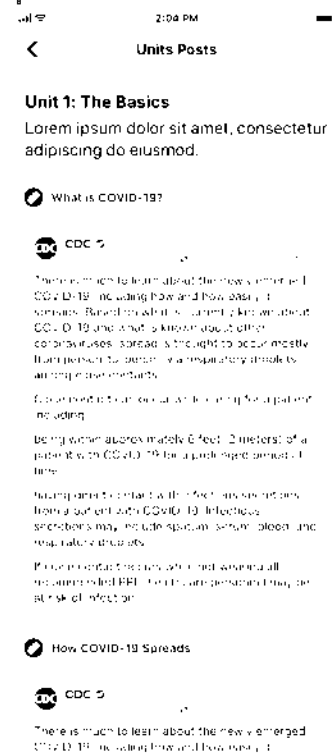




## Confirmation Dialog



## Preview Unit Posts



## Unit Overview newly enabled

2:04 PM  
Units

What Are Units?

### Units

Settings

#### Unit 1: The Basics

What is COVID-19?

How COVID-19 Spreads

#### Unit 2: Rights, Roles, and Responsibilities for Healthcare Workers

Health Worker Responsibilities

Cough into Elbow

Protecting Yourself

See All 10 Posts

## with Admin Units

2:04 PM  
Units

### Units

Settings

#### Unit 1: The Basics

How Covid-19 Spreads

How COVID-19 Spreads

#### Unit 2: Rights, Roles, and Responsibilities for Healthcare Workers

Health Worker Responsibilities

Cough into Elbow

Protecting Yourself

See All 10 Posts

#### Unit 3: Our Community Response

How to file for VA support

Medical leave

What do you if you're sick

See All 10 Posts

## Unit Posts for source units

2:04 PM  
Units Posts

#### Unit 1: The Basics

Lorem ipsum dolor sit amet, consectetur adipiscing do eiusmod

What is COVID-19?

CDC

What is COVID-19? The Centers for Disease Control and Prevention (CDC) has released information about COVID-19 and what you should do if you have symptoms. The information is available in English and Spanish. You can find more information on the CDC website.

What is COVID-19? The Centers for Disease Control and Prevention (CDC) has released information about COVID-19 and what you should do if you have symptoms. The information is available in English and Spanish. You can find more information on the CDC website.

What is COVID-19? The Centers for Disease Control and Prevention (CDC) has released information about COVID-19 and what you should do if you have symptoms. The information is available in English and Spanish. You can find more information on the CDC website.

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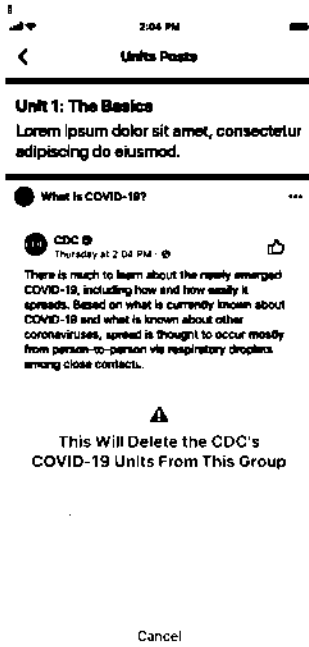
How COVID-19 Spreads

How COVID-19 Spreads

CDC

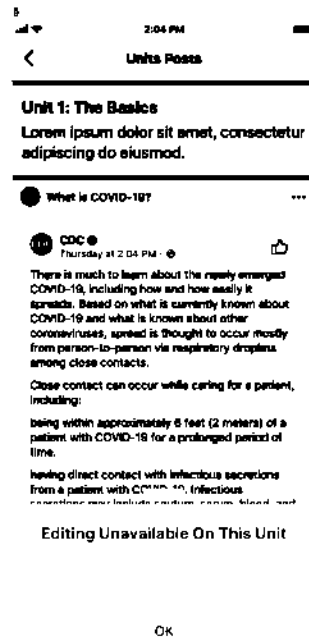
# V1

## Deletion from within Tab



# V1

## Editing disabled explanation



**From:** Annie Lewis  
**Sent:** Thu, 19 Mar 2020 00:06:54 +0000  
**To:** Hood, Emily (CDC/OD/OADC) (CTR);Airtou Kamdem;Payton Ihome  
**Cc:** Layton, Kathleen (CDC/OD/OADC);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Checking in & authorizations/disclaimers  
**Attachments:** Ad-Authorizations-Guide-US (1).pdf

Hi Kathleen, Emily, and Jay –

I'm reaching out to suggest a step we recommend your team take proactively in the event that one of your ads requires one of our Social Issue, Elections, Politics disclaimers. In working with health agencies around the world, sometimes the advertising content will require the use of a disclaimer (there are some examples at the bottom of this email to help ground the kinds of ads that might require a disclaimer, depending on the nature of the content).

In ensuring the CDC is prepared for any upcoming ads, I want to make sure that we are coordinated and prepared for that potential scenario so that there are no delays on your ability to advertise. We will only need to require an authorized individual and the use of this disclaimer on ads that fit our [definition](#) of Social Issue, Elections, and Politics, but it will be key to have this set up in advance of that situation.

There are a few steps to this process:

- The individual publishing your ads will need to become authorized (if all 3 of you are placing ads, I recommend each of you complete this process.)
- The CDC will need to set up some disclaimers to run these ads; we can work together on this; in this situation, the disclaimer will represent the entity behind the ads (the CDC) with an added notation that these ads are supported with Facebook ad credits.
- There is a full step by step guide attached.

Once you are authorized, the CDC will need to have a disclaimer. We would recommend you leverage the government disclaimer option (we can walk through this together to make sure it's set up correctly with some considerations in mind.) Once you have submitted this, just let us know and we'll work to get this approved.

Let us know if you would like to get on the phone to talk through or walk through any of this. I'm sensitive to the reality that this is a fast-moving situation, and I want to make sure we are prepared for any developments.

Best,  
Annie

PSA ads about COVID-19 generally would not require disclaimers, like "Be sure to wash your hands often with soap", "Everyone can help prevent the spread of COVID-19" or "Practice social distancing and limit travel."

However, if PSA ads on COVID-19 include one of the following in the ad content, they will require a disclaimer:

- The name of a current or elected politician or political figure; or their image. Political figures include officials appointed by politicians such as the Surgeon General.
- Advocacy for a politician/candidate.
- Advocacy for a political party.
- Advocacy for a change to law/policy.
- Grassroots advocacy where there is a call to action to an elected official or government.
- Information about voting; times, where to vote etc.
- If the ad is about any of the social issues, like Health or Immigration, in a country where we have issue ad policy in place, the ad will require a disclaimer in order to run and are placed in the Ads Library for seven years.

	<b>Ad Example</b>
<b>Don't require authorization and a "Paid for by" disclaimer</b>	<i>"Be sure to wash your hands often with soap and water for at least 20 seconds. If you feel ill, seek medical advice."</i>
	<i>"While local governments, businesses, schools, and healthcare facilities prepare for the COVID-19 outbreak, you can create a household plan of action too."</i>
	<i>"We can all help level the curve to prevent the spread of the disease. Practice preventative measures – like social distancing and limiting travel – to help keep yourself healthy and reduce community exposure of COVID-19"</i>
	<i>"Everyone can do their part to help prevent the spread of COVID-19"</i>
	<i>"Read the latest research report on how the COVID-19 virus spreads."</i>
<b>Require authorization and a "Paid for by" disclaimer</b>	<i>"Countries should buy more time for hospitals to prepare for the COVID-19 emergency. They should suppress the virus by ensuring testing is available to everybody regardless of income and by closing our borders to immigrants."</i>
	<i>"COVID-19 has now been declared a pandemic. Governments should ensure everybody has free access to tests – which includes all age groups, no matter their job status or if they have insurance coverage. They can improve social distancing by restricting travel to and from highly affected areas in order to fight it."</i>
	<i>"Vaccines are important in fighting infection by preventing viral multiplication. Learn more about how vaccines help."</i>
	<i>"Cases of racial discrimination have been reported during the COVID-19 outbreak. This is an unfortunate development. Everyone should receive equal protection under the law and be protected from any form of discrimination."</i>
	<i>"Congresswoman Elisabeth Rose believes everyone can do their part to help prevent the spread of COVID-19"</i>

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Tuesday, March 17, 2020 at 1:42 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Itheme <payton@fb.com>, Annie Lewis <alewis@fb.com>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! Yes, the ad looks good on my end.

Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, March 17, 2020 12:16 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Payton Itheme <payton@fb.com>; Annie Lewis <alewis@fb.com>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thanks for helping your team keep this in mind. The ad should be back to normal, let us know if you notice otherwise.

(b)(5)

Sounds good, let us know when's the best time to sync on your end and we will work around your schedule.

Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Tuesday, March 17, 2020 at 9:50 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

(b)(5)

We would be interested in discussing optimizations for the campaigns and will get back to you about potentially setting up another call.

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Monday, March 16, 2020 7:07 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Outside of the text issue, it looks like the Ad (household post 3.13) was scheduled to end yesterday. (b)(5)

(b)(5)

Please let us know if you want to hop on the phone at any point this week to chat through ads strategies – we're happy to talk about how to optimize bidding, targeting, or campaign objectives to support the current goals.

Thanks,  
Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[ohc0@cdc.gov](mailto:ohc0@cdc.gov)>

**Date:** Sunday, March 15, 2020 at 10:04 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU'6@cdc.gov](mailto:KYU'6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you for looking into this! I'm not seeing it live on my end—however the other ads you mentioned are now live.

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking



**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Sunday, March 15, 2020 4:35 PM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

The "household post 3.13" Ad you mentioned should now be live, let us know if you see otherwise on your end.

We're also noticing there's a "text" and "in review" notification on some others, just wanted to let you know that we're looking into these as well.

Thank you,

Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Sunday, March 15, 2020 at 12:33 PM


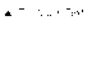
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

The below ad has already been running for 2 days and is supposed to run until 9:45pm tonight. It just turned off with an error saying there is too much text in the ad. Why did it turn off now and is there a way it can be turned back on?

Ad Name	Ad Set Name	Bid Strategy	Budget	Last 5 pm/Point Edit	Results	Reach	Impressions	Cost per Result
 <a href="#">Results from 1 ad</a>		Lowest cost	\$75,000.00		12,021,298	12,021,298	12,021,298	\$1.75

Thanks!!  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Saturday, March 14, 2020 3:13 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Sounds good, thank you for confirming Emily.

Get [Outlook for iOS](#)

**From:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Sent:** Saturday, March 14, 2020 3:10:36 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you for looking into this! Yes, all the ads that should be live look good on my end.  
Emily

**Emily Hood**  
Social Media Specialist

Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Saturday, March 14, 2020 2:06 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

(b)(5)

Please let us know if you notice otherwise on your end, and we'll keep an eye on the next scheduled ads.

Thanks,  
Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Saturday, March 14, 2020 at 11:08 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you so much for this info, it was very helpful!

(b)(5)

Thanks,

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Friday, March 13, 2020 1:53 PM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily, thanks for reaching out,

(b)(5)



Happy to hop on the phone at any point, just keep us posted!

Thanks,

Airton | Government

## FACEBOOK

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Friday, March 13, 2020 at 12:48 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

Below is a screenshot of our recent ads' performance. We were wondering if you could give us any insight on the metrics and/or any suggestions for optimizations? For reference below is more info about the setup of each ad:

(b)(5)



Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Thursday, March 12, 2020 5:28 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Of course! Happy to help.

-A

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Thursday, March 12, 2020 at 5:11 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! We'll let you know if we have any more questions.

Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Thursday, March 12, 2020 4:29 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thanks for reaching out! Ad Sets are a great way to distinguish between your targeting audiences, as well as distinguish among the specific messaging or creative you want to relay/showcase to these audiences.

Creating a new Ad Set here could be useful if you have a different message you would like to relay to the existing 60+ audience.

If the messaging or creative is pretty similar, and the audience is the same, it may be best organizationally to add the new creative to the existing Ad Set.

Let us know if this makes sense or if you have any other questions, we're happy to jump on another call to talk through the approach.

Thanks,

Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Date:** Thursday, March 12, 2020 at 4:00 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Itheme <payton@fb.com>, Annie Lewis <alewis@fb.com>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

I just had a quick question about setting up the different ad sets within a campaign. If we are using the same targeting for two ads, what is the benefit of creating a new ad set within the campaign vs using the same ad set? Is a new ad set just for inputting different targeting?

Thanks

Emily

**Emily Hood**

Social Media Specialist

Contractor, Northrop Grumman

OD/OADC/DPA

O: (404) 498-5307

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Wednesday, March 11, 2020 10:51 AM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Itheme <payton@fb.com>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Cc:** Annie Lewis <alewis@fb.com>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thank you for confirming, we'll keep a lookout on the account on our end.  
Please don't hesitate to reach out if you run into any issues!

Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Wednesday, March 11, 2020 at 10:24 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, Payton IHEME <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you so much! I can see the ad is active in my dashboard as well.

Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307


**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Wednesday, March 11, 2020 9:38 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton IHEME <payton@fb.com>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Kathleen,

Thanks again for your patience on this, it looks like the ad is now live on our end, can you confirm you're seeing the same thing on yours?

You should be able to see this if you click down to the individual ad (similar to the screenshot below).



Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engage
 Airton Kamdem	...	...	\$10000	...	100	110	100	\$0.00	...	...
Results from 1 ad					360	350	360	\$3.00	...	...

Thank you

Airton | Government  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Wednesday, March 11, 2020 at 7:44 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Iheme <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you! I was actually going to reach out about the ad rejection. Appreciate you all looking into this!!

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Wednesday, March 11, 2020 7:40 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Iheme <payton@fb.com>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good morning team!

We noticed the post you submitted last night ran into some issues with Ad Policy, I am looking into the issue right now and will get back to you on this ASAP!

Airton | Government  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Tuesday, March 10, 2020 at 6:18 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Ihome <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Airton,

Thanks this has been confirmed and submitted. We did select manual review as well since this was flagged as being lower performing due to too much text. Appreciate the quick reply!

Kathleen Layton

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, March 10, 2020 6:11 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Ihome <payton@fb.com>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thanks Layton, have you tried to click confirm yet? Or is the error message in response to your clicking confirm?

If it allows you to click 'confirm' and send the ad into review, please do so and we can assist from there.

Airton | Government

FACEBOOK

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Tuesday, March 10, 2020 at 6:06 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Ihome <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

This is an ad in ad manager, not a boosted post. We opted for this method so that we could select our goal: Reach. See below:



**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Tuesday, March 10, 2020 6:02 PM

**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thanks for reaching out, we're looking at this right now, can you please confirm whether you're boosting a post or creating an ad in Ads Manager here?  
Feel free to send us a full screenshot as well!

Airton | Government

**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>

**Date:** Tuesday, March 10, 2020 at 5:54 PM

**To:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Cc:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Payton,

Thank you for connecting us and providing the below guidance. I have set the limit. I did have one question? We set up and add to an existing post but received this pop up- any ideas to trouble shoot?

**Your Ad's Reach May Be Slightly Lower**

Some ads are not eligible to be promoted on the platform. Facebook promotes ads that are relevant, original, and helpful. Choose marketing tools, images, and video that are engaging and relevant to your audience.

**Request Manual Review**

Facebook will review your ad to ensure it meets our advertising policies.

We found 1 error

**Ambiguous Promoted Object Fields** The object you are trying to promote is ambiguous. You must specify only one promoted object. You specified the following: object\_story\_id, object\_story\_spec

Add would be boosting this post:

[https://business.facebook.com/CDC/videos/202964814379863/?xts\\_\\_\[0\]=68.ARD3JSrzUpZoxu6x9fYqWGrWfYw1m4b0xWXcDqtg\\_jjHwbd\\_LWlQqRgMJauXsoQJYMILQmolv8xOoPbsbddz5opclJMFUBjTDvpAoFH5CWeaYj9UcjESXB3FqeL2KkVdn\\_nkg9W9CJMR0OHrZDMkANDWWtKptYUjf\\_F7145bG2NUqJE2blkXTiZvdhEva-QRXPSRzTWai2kbRZxOnwhDNsk7\\_uuke9u3J4bauh-M1hf\\_GMsAsSYruOnLZR1Auzi6VgWbgsyxTIL6LKeCUzuLBbXSFNAXN2kU1mORvrcGUredxl6zo7AdXF3VIXTyH3oWFD-GKjeXGA8tbetlw0w\\_deNGAI7g&\\_tn=-R](https://business.facebook.com/CDC/videos/202964814379863/?xts__[0]=68.ARD3JSrzUpZoxu6x9fYqWGrWfYw1m4b0xWXcDqtg_jjHwbd_LWlQqRgMJauXsoQJYMILQmolv8xOoPbsbddz5opclJMFUBjTDvpAoFH5CWeaYj9UcjESXB3FqeL2KkVdn_nkg9W9CJMR0OHrZDMkANDWWtKptYUjf_F7145bG2NUqJE2blkXTiZvdhEva-QRXPSRzTWai2kbRZxOnwhDNsk7_uuke9u3J4bauh-M1hf_GMsAsSYruOnLZR1Auzi6VgWbgsyxTIL6LKeCUzuLBbXSFNAXN2kU1mORvrcGUredxl6zo7AdXF3VIXTyH3oWFD-GKjeXGA8tbetlw0w_deNGAI7g&_tn=-R)

Thanks,

Kathleen

**Kathleen Layton**

Health Communications Specialist  
Digital Media Branch, Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
O: (404) 498-6002  
Cell: (706) 502-9655

*Teleworking  
Off alternating Fridays*

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, March 10, 2020 11:37 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Airton Tatoug Kamdem <airtonkamdem@fb.com>; Annie Lewis <alewis@fb.com>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

And adding in our experts, Annie and Airton, to this thread. Airton is the author of the email below should you have any questions or need help. Feel free to reach out.

Best,

Payton

**From:** Payton Itheme <payton@fb.com>

**Date:** Tuesday, March 10, 2020 at 11:22 AM

**To:** "kyu6@cdc.gov" <KYU6@cdc.gov>, "bkf0@cdc.gov" <bkf0@cdc.gov>, "ccrawford@cdc.gov" <ccrawford@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Team,

Thanks for taking the time to connect yesterday; I'm following up with some of the discussed resources for your advertising.

BUDGET

(b)(5)



CREATIVE SPECS

(b)(5)

TARGETING

(b)(5)

TEMPLATES

(b)(5)

FACEBOOK

Payton Iheme  
U.S. Public Policy  
Facebook

**From:** Payton Iheme <payton@fb.com>  
**Date:** Monday, March 9, 2020 at 6:00 PM

**To:** "[kyu6@cdc.gov](mailto:kyu6@cdc.gov)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "[bkf0@cdc.gov](mailto:bkf0@cdc.gov)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)" <[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hello CDC team,

(b)(5)



Just want to be extra careful!

Best,

Payton

# Ad Authorizations for Ads About Social Issues, Elections or Politics in the US

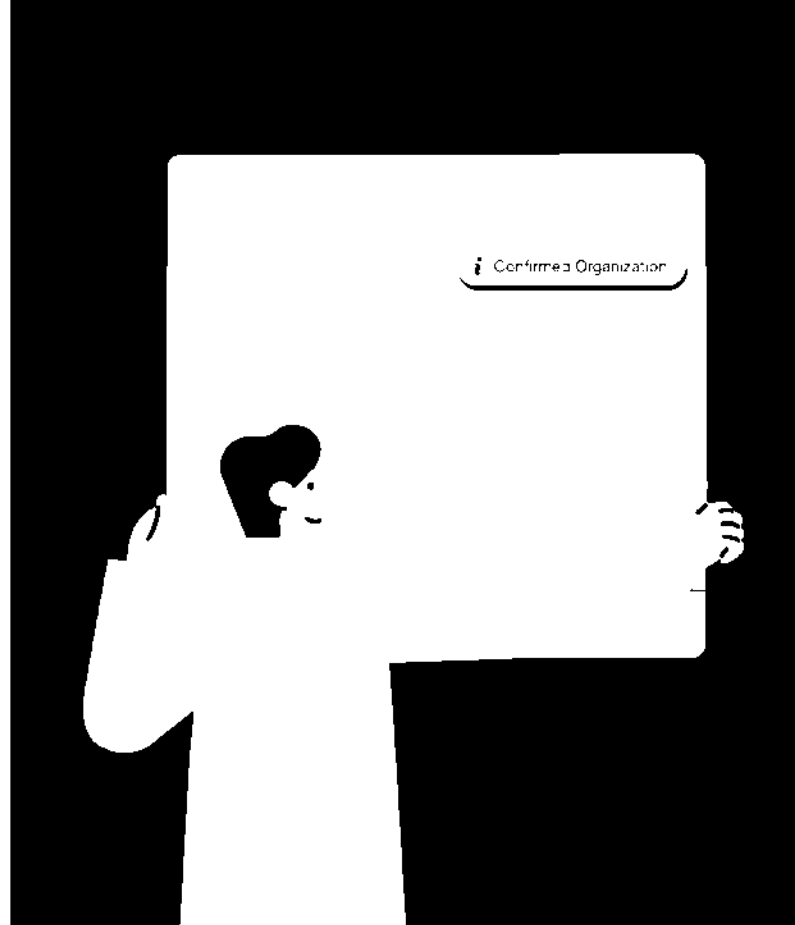
Any advertiser who wants to run ads about social issues, elections or politics targeted to the US, must be located in the US and complete the authorization process required by Facebook.

This applies to any ad that:

- Is made by, on behalf of or about a current or former candidate for public office, a political party, a political action committee or advocates for the outcome of an election to public office
- Is about any election, referendum or ballot initiative, including “get out the vote” or election information campaigns
- Is about one of 13 social issues in the US: Civil and Social Rights, Crime, Economy, Education, Environmental Politics, Guns, Health, Immigration, Political Values and Governance, Security and Foreign Policy
- Is regulated as political advertising

## What do I need to do to get authorized to run issue, electoral or political ads?

By requiring individuals to get authorized, we can confidently verify that the individual is living in the US if they are targeting ads about social issues, elections or politics in the US. Being a resident of the country is core to our policy. For an advertiser to get authorized to edit/create such ads, they must: turn on two-factor authentication, submit a valid identification document issued in the United States, answer four knowledge-based authentication questions, and verify their location by providing a residential US address where Facebook will send a letter with a verification code to enter within 21 days. To create “Paid for by” disclaimers, a Page Admin of a Page must submit a disclaimer for review to confirm the person or organization responsible for the ad.



## What other verification steps are in place to run issue, electoral or political ads?

In addition to ensuring the ad account's currency (USD) and business country are in the US, when an advertiser tries to run ads targeted in country Facebook uses a variety of signals to determine whether the ads are coming from an authorized user in the US, by checking for information about people, ad accounts, and Pages. When setting up a campaign in Ads Manager, following successful authorization, you will need to check the box “This ad is about social issues, elections or politics” to submit ads on these topics for review (turnaround time is up to 72 hours).

## How do I go about getting authorized to run issue, electoral or political ads?

This step-by-step document outlines how individuals interested in running ads with issue, electoral or political content can adhere to Facebook ad policies by getting authorized to run issue, electoral or political ads, creating disclaimers, linking ad accounts to Facebook pages and ad buying. To do this go to your Page settings and select the Authorizations tab to get started.

## Who needs to be authorized?

Anyone placing or editing ads about social issues, elections or politics, and all Page admins who plan to **create or manage** disclaimers for any Page, need to be authorized through this process.



To get started, go one of the following locations:

- Go to [facebook.com/pe](https://facebook.com/pe)
- On the Authorizations tab of a Page you manage
- On a mobile device in the Facebook app settings (available in mid-October)

Click **Start Identity Confirmation**, and select **Running Ads About Social Issues, Elections or Politics**

On the next screen select **United States**, then **Get Started**.

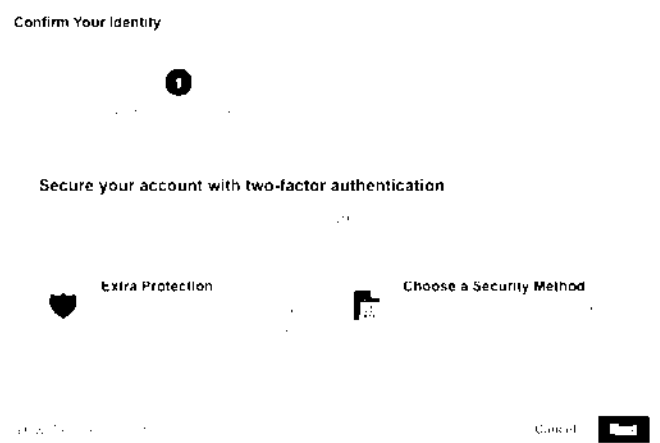
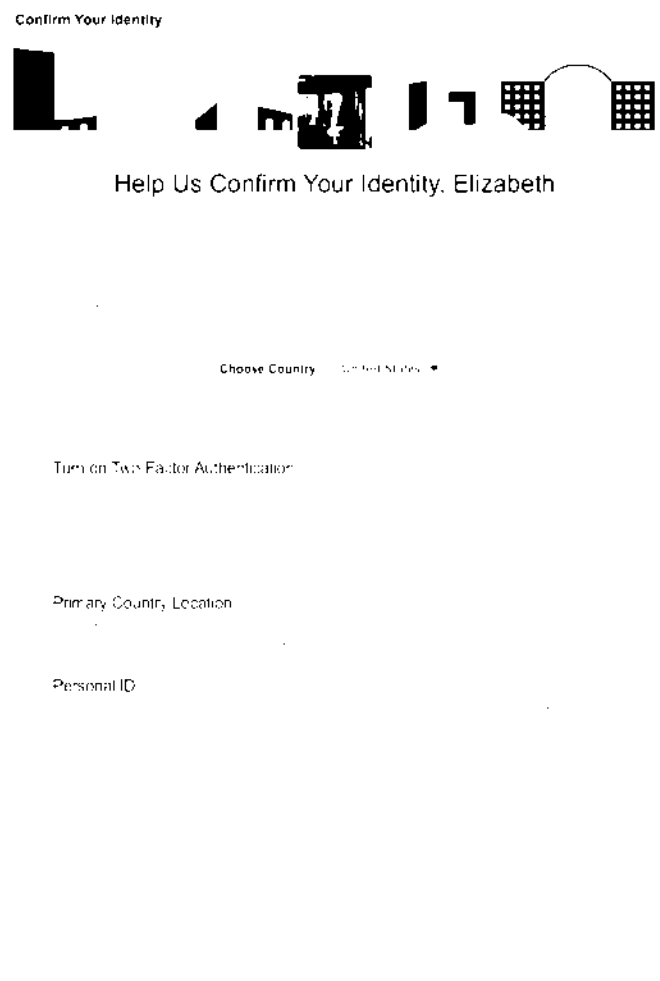
Confirm you are going through the identity confirmation process to run or manage ads about social issues, elections or politics by clicking **Yes, Continue**.

In Two-Factor Authentication section, click **Get Started**.

- Two-Factor Authentication is a security mechanism that requires you to enter a specific code when someone tries to access your information from an unrecognized device.
- Select a security method. You can choose to receive the code via text message, or by downloading an authentication app. Click **Next**.
- Enter the 6-digit code sent to your device or to your authentication app.
- If this was done successfully, you will see a message that says Two-Factor Authentication is on.
- The first part of confirming your identity by enabling two-factor authentication is complete. Click **Confirm Identity** to proceed to the next step.

Next, we need to make sure that you're based in the US. We'll do this by checking your information and activity on Facebook and asking for a residential mailing address. In the **Primary Country Location** section, click **Confirm Location**.

- In this screen, enter your residential mailing address in the US. Commercial addresses and PO boxes are not accepted.
  - In the pop up, enter your residential mailing address and click **Send**. Commercial addresses and PO boxes are not accepted.
  - You'll receive a letter to this address that includes a verification code within 3-7 business days. This code is



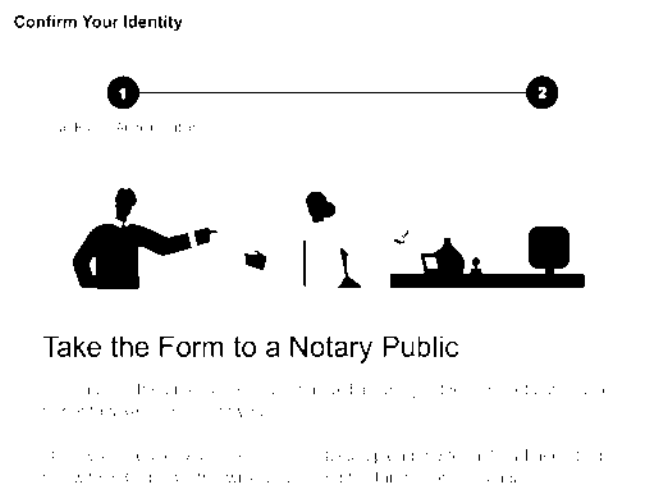
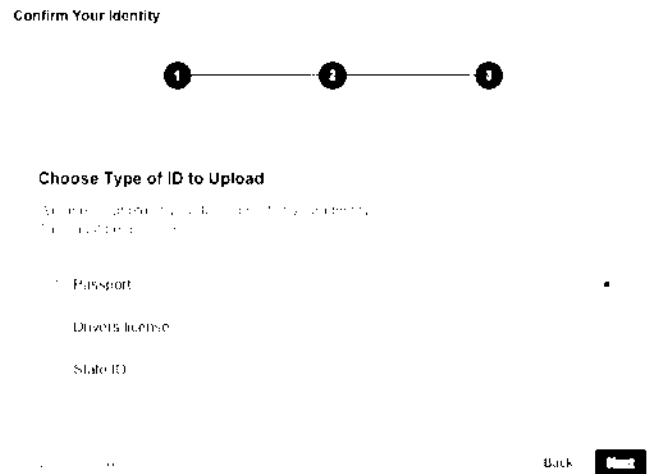
connected to your Facebook account, so no one else can use it. Click **Next**.

- iii. When your letter arrives, visit [facebook.com/ie](https://facebook.com/ie) and enter your code. If your letter doesn't arrive within 3-7 business days, you can request a new one on this status screen.
- iv. Until your letter arrives, you may be granted temporary authorization if we are able to determine your location. **You'll be temporarily authorized for up to 21 days until we fully process your authorization after you've entered the confirmation code you receive in the mail.**

Now, we need to confirm your identity. You'll need to upload a picture of your photo ID and answer some questions from our trusted partner specializing in identity checks.

- a. Select a type of ID to upload (either a US passport, US driver's license, or State ID), and click **Next**.
  - i. Upload your photos and click **Next**.
  - ii. Confirm your information is accurate and click **Submit**.
  - iii. We will review your ID, which could take a few minutes.
  - iv. If your photo is not accepted, you can either submit an appeal or try again.
  - v. Any document submitted must have US or the US state's name printed on the document. Your ID documents will be reviewed within 48 hours. We use your ID to help confirm your identity. To do this, we partner with trusted service providers. We'll also use your ID to help detect and prevent risks such as impersonation or ID theft, which helps to keep you and our Facebook community safe. Your ID will not be shared on your profile, in ads or with other admins of your Pages or ad accounts. After we've confirmed your identity and run compliance checks, we'll delete your ID within 30 days. When required by law, we will securely store your name and date of birth for longer.
- b. If your **ID** is accepted, we'll ask you some questions from our Trusted partner.
  - i. The answers to these questions are personal to you, meaning it's a secure way to help confirm your identity.
  - ii. Your answers are collected and reviewed directly by our service provider specializing in identity checks. Facebook doesn't store the answers you provide. We're only told whether you answered correctly or not.
  - iii. If you cannot complete the knowledge-based authentication process — either because no questions were generated or you could not answer them correctly, you will need to download a form, take it to a notary public to notarize, and submit it at [facebook.com/ie](https://facebook.com/ie) in order to complete identity confirmation. You will see the option to download the form at [facebook.com/ie](https://facebook.com/ie) under "Personal ID."
- c. Click **Next** after answering the additional questions. Once you've completed this process, we'll let you know when we have an update, or you can visit [facebook.com/ie](https://facebook.com/ie) to check progress. Click **Finish** to close the screen.

Upon completing the above steps, your ID confirmation and location verification are now complete. The verification of your identity will be applied to all Pages and ad accounts you have current or future admin access.



You must be a Page admin either on the Page directly or through Business Manager in order to complete this step.

- Navigate to a Page you manage on Facebook (via Business Manager if that's how you have access, or via your Personal Facebook account if you don't have access through Business Manager).
- Go to Page Settings, and click on the **Authorizations tab** on the left.
- Next to Create new disclaimer click **Create**.

• On the **Create Disclaimers** screen, select the organization type and click Next. Advertisers have five ways to get disclaimers approved, three of which rely on US government resources to confirm an organization so they can use its registered organization name in disclaimers. Advertisers will receive a "Confirmed Organization" icon on the ads if they provide a US street address, US phone number, business email, a matching business website, and provide one of these three options:

- Tax-registered organization identification number (i.e., EIN)
- A government website domain that matches an email ending in .gov or .mil
- Federal Election Commission (FEC) identification number

We also want to ensure advertisers who may not have those credentials, such as smaller businesses or local politicians, are able to run ads about social issues, elections or politics. Advertisers who go through these two options will receive an "About This Ad" icon:

- Submit a self-declared organization name (still requires a US street address, business phone number, email, and matching website)
- Page admin's legal name on ID documents

For each option, some information provided by the advertiser and confirmed by Facebook will be made publicly available in the Ad Library for 7 years. This includes street address, phone number, business email, website and FEC ID, if used.

The "Confirmed Organization" icon and the "About this Ad" icon will help people better understand who's trying to influence them and why. Now, with one tap on the "i" icon, people will not only see insights about the ad, but they'll be able to see the information Facebook confirmed, such as advertisers' business phone number, email, and website and whether an advertiser used an EIN, FEC identification number or government credentials. This will allow people to confidently gauge the legitimacy of an organization and quickly raise questions or concerns if they find anything out of the ordinary. **Note: these icons are not available on Instagram at this time, however the information about the organization is still present on Instagram by clicking the disclaimer name.**

Based on the organization type selected, you'll need to confirm your connection to the organization and provide additional information including business address, phone, email and website.

These steps are outlined in the Help Center. For all options, here are few considerations to keep in mind:

**A Page admin will only need to complete this process once to confirm an organization by November 7 2019**, for a Page to use disclaimers on such ads going forward. Also, not all individuals touching ads on the Page will need to go through the new process to run ads with an approved disclaimer.

Advertisers will need to keep these guidelines for Page Admins in mind to use new disclaimers on their ads:

- Only Page Admins can create/manage disclaimers
- Page Admins who wants to create/manage a disclaimer on ad about social issues, elections or politics will still need to be authorized

#### Create Disclaimer

##### Select organization type

2/17/2019 12:00 PM EST - 12:00 PM EST

##### Tax-registered ⓘ

2/17/2019 12:00 PM EST - 12:00 PM EST

##### Government organization ⓘ

2/17/2019 12:00 PM EST - 12:00 PM EST

##### Federal Election Commission (FEC) registered ⓘ

2/17/2019 12:00 PM EST - 12:00 PM EST

##### Other (provide self-declared information) ⓘ

2/17/2019 12:00 PM EST - 12:00 PM EST

Next

##### Select your organization

- USHER BARKER | 11100 W. 11th Ave., Suite 1000, Denver, CO 80202 | www.usherbarker.com
- USHER BARKER | 11100 W. 11th Ave., Suite 1000, Denver, CO 80202 | www.usherbarker.com
- USHER BARKER | 11100 W. 11th Ave., Suite 1000, Denver, CO 80202 | www.usherbarker.com
- USHER BARKER | 11100 W. 11th Ave., Suite 1000, Denver, CO 80202 | www.usherbarker.com

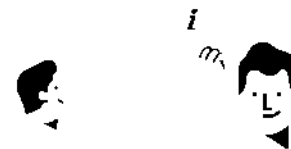
Municipal government

at the individual level, to ensure their identity is confirmed and they're located in the US

- Anyone else who is authorized and performs functions related to creating/editing or publishing ads can use that approved disclaimer on the Page
- Page Admins who created a disclaimer will be able to share their approved disclaimers for use on other Pages they admin (i.e. Page Admin for a 'Beverage Company' Page creates a disclaimer with an IDN – that Page Admin (only) shares that disclaimer with other Pages they administer, like the 'Soda Company' Page and 'Sports Drink' Page). We recommend that a Page Admin who is close to the organization complete this process. If the original Page Admin who created a disclaimer is removed from the Page, that disclaimer is removed from use for everyone
  - This disclaimer must accurately reflect the organization or person responsible for your ads. It's important to note that this field is not a substitute for including any disclaimers or disclosures required by law, which you remain responsible for.
  - Once you submit your disclaimer, it will go through our review process, which could take up to 24 hours. In order for a disclaimer to be approved it:
    - o Must accurately represent the name of the entity or person responsible for the ad.
    - o Must not include URLs or acronyms, unless they make up the complete official name of the organization.
    - o Must not include profanity, objectionable language or unrecognizable words or phrases.
    - o Must not wrongfully imply that your ads are paid for by, with, or on behalf of Facebook.
    - o Must not wrongfully imply that a foreign leader has paid for the ad.
    - o Must not include "Paid for by" language that duplicates the same language provided by Facebook.

You can edit your disclaimers at any time, but after each edit your disclaimer will need to be reviewed again, which could take up to 24 hours and may not be immediately available to use.

- Each ad account you link can have a different disclaimer (if needed).
- On the **Review & Submit** screen, review the information you've entered and click **Submit** for approval. You can check the status of your disclaimers on the Authorizations tab in Page settings
- Once your disclaimers have been approved, you are ready to link disclaimers to your ad account.



### Link disclaimers to your ad account

- Next, under **Link Disclaimers**, click **Begin**.
- You'll see the terms and conditions for running ads with issue, electoral or political content. If you agree, click **Next**.
- On the **Link Ad Accounts** screen, click the **Enable** check box next to every ad account you'll be using to fund ads with issue, electoral or political content for this specific Page. Click **Next**.
- If you don't see an account listed, use the search box to enter an ad account number and add it to the list.

- Only Page admins can link ad accounts to their Page and select a disclaimer. A Page admin can only select one disclaimer for each linked ad account and Page. This step can only be completed on a desktop computer.
- You do not need to be an admin or advertiser on an ad account in order to enter an ad account number.
- You can return to this screen at any time to add more accounts.

You must be an ad account admin or advertiser and have completed steps 1 and 2 above in order to place or edit ads with issue, electoral or political content.

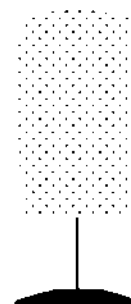
Log into your authorized and linked ad account, and click **Create** to get started by creating an ad.

Choose your ad objective, placements and budget as you would for any other campaign.

- a. The placements available to run issue, electoral or political ads across the Facebook family of apps and services include Facebook Mobile News Feed, Facebook Desktop News Feed, Facebook Mobile In-Stream, Instagram and Instagram Stories.

When you reach the ad creation section, you will see a checked box that says **“This ad is about social issues, elections or politics.”** Keep this box checked to ensure that the disclaimer information you previously entered is included with your ad.

- a. Choose your ad format. All ad formats are eligible to run ads with issue, electoral or political content with the exception of dynamic ads, and ambient live video (live videos longer than 4 hours) and images in the Facebook In-Stream placement.
- b. Enter all other text and creative inputs.
- c. Check that your disclaimer information is correct in the ad preview section.
- d. Complete the ad setup and publish your ads about social issues, elections or politics. Ads with issue, electoral or political content can take up to 72 hours to be reviewed.



#### **Let us know if this ad is about social issues, elections or politics** ✕

An ad about social issues, elections or politics relates to an urgent topic or problem of cultural importance that influences a considerable number of people. Or, the ad refers generally to an election, or specifically to an elected official, a candidate for political office or a notable political figure.

Checking this box will add your disclaimer to your ad. We require advertisers to comply with all applicable election laws around these disclaimers. By placing orders for issue, electoral or political ads, you agree to comply with Facebook's Terms of Service and Advertising Policies.

[Our Advertising Policy](#)  
[Terms of Service](#)

This ad is about social issues, elections or politics.  
[Learn More](#)

# FAQS

## What permissions and responsibilities do people with different Page roles have?

Page admin: Links ad accounts to the Page running ads with issue, electoral or political content and specifies disclaimers for each linked ad account. The Page admin is also required to confirm their identity before linking a new ad account.

Ad account admin or advertiser: Creates and edits ads with issue, electoral or political content. If the ad account admin or advertiser isn't the same person as the Page admin, they'll need to confirm their identities by going to [makebox.com](#). An ad account advertiser can't create or edit linked ad accounts if they're not also the Page admin.

## Who needs to confirm their identities to run ads with issue, electoral or political content? Does every Page admin and anyone connected to the ad account need to do it?

An ad with issue, electoral or political content will be rejected if the person placing the ad has not gone through the authorization process. Each Page needs at least one admin to go through the authorization process. If that same Page admin is not the ad account advertiser that is placing the ads, that ad account advertiser will need to confirm their identity. Any person creating, modifying, publishing and pausing ads with issue, electoral or political content will need to be verified.

## I'm not sure which disclaimer to use. What are the best uses for each type?

To setup a disclaimer you should accurately specify the organization that is responsible for the political/issue ads that you, the advertiser, wish to run.

There are five disclaimer options you can choose from when going through the new disclaimer flow. They are:

- Option 1: Tax registered organization, which can be used for advertisers with an EIN (i.e. commercial businesses, NGOs).
- Option 2: Government organization, which can be used by Government organizations that have access to emails ending in gov/mil.
- Option 3: Federal Election Commission (FEC) registered, which can be used for advertisers with a FEC ID, (i.e. Political Parties, PACs, FEC-registered organizations).
- Option 4: Other Organization, which can be used for small businesses, organizations or local politicians.
- Option 5: Page Admin Name, which can be used for advertisers who want to use the name listed on their ID in the disclaimer.

## I want to run issue, electoral or political ads across both Facebook and Instagram. Does my Facebook Page name need to match my Instagram name?

You can now run ads with a "Paid for by" disclaimer on Facebook and Instagram if your Facebook Page name and Instagram profile name represent the same entity, but the names do not match exactly. In order to do so, you'll need to authorize your Instagram account by following the steps below:

1. Go to your Facebook Page. If your Page is managed in Business Manager, you'll need to access your Page through Business Manager to complete the rest of the steps.
2. Click Settings in the top-right corner.
3. In the list on the left, click Authorizations.
4. Below Step 3: Authorize Your Instagram Account, click Begin.
5. Check the Review this Instagram name box.
6. If your Instagram name and Page name aren't the same, enter details explaining why in the text box.
7. Click Submit.

We'll typically review your request within 24 hours.

## Does the address on my photo ID need to match the mailing address I provide?

No. We understand that the address on your photo ID may not be where you currently receive mail. Enter your information as accurately as possible.

## What if I think my letter was lost? Can I request a new one?

You can request a new letter at [facebook.com/ps](#). Please keep in mind that Facebook can't control the speed at which the letter arrives, which can typically take up to 7 weeks to arrive.

## Where can I check the status of my identity verification?

Go to [facebook.com/ps](#). You'll also see a link to the status in the Authorizations tab.

## Can two ad accounts from different Business Managers be linked to one page?

Yes.

## Can one ad account be tied to multiple pages?

Yes.

### **Can two people authorize a page (so that two different Business Managers can be linked to one page)?**

Yes, as long as they are authenticated and have admin permissions on the page.

### **Can that ad account have a different disclaimer for each different page it is tied to?**

Yes, every unique combination of Page and ad account can have its own unique disclaimer name.

### **Once you set up an authorization, does that mean that every ad created from that Page and ad account will have a political disclaimer?**

Once a Page is authorized, a disclaimer checkbox will be available when creating ads. By default, the checkbox will be checked and the disclaimer included. If the ad does not include issue, electoral or political content, you can uncheck the box. However, the ad is still subject to ad review. If an ad is deemed to contain issue, electoral or political content, it will be rejected with the option to appeal the decision and have the ad re-reviewed.

### **Does the disclaimer displayed on the ad unit header take the place of any other disclaimer I need to show in my ad creative? Does adding this disclosure to issue, electoral or political ads meet FEC-compliance rules and regulations?**

It's your responsibility as the advertiser to independently assess and ensure that your ads are in compliance with all applicable election and advertising laws and regulations. Keep in mind that if an ad with political content is shared as an organic post, the disclaimer will not render on the shared post.

### **Why doesn't the disclaimer remain if it is shared as an organic post?**

This is consistent with how all ads are treated on the platform today. An ad that a person sees and chooses to post is now a piece of organic content rather than an ad.

### **Can I edit my disclaimers or add new ad accounts?**

Yes, you can do this on the Authorizations tab in your Page's Settings under Step 2: Link Your Ad Accounts.

### **Is there a character count for my disclaimer?**

Yes, 360 characters including spaces.

### **I'm running an ad that references a political figure who isn't currently running for office, do I need to run the ad with a disclaimer?**

Yes, ads that reference an elections candidate or political party are required to run with a disclaimer. This may include people

who are not actively running for office, and current and past officeholders.

### **What happens to existing ads if I edit the disclaimer?**

If you edit your disclaimer, it will go through our review process again and will not be immediately available to use. You will not be able to create new ads until the new disclaimer is approved. Existing ads will continue to run uninterrupted with the old disclaimer unless they are edited or paused.

### **Which ad formats are supported?**

The only unsupported ad formats are dynamic ads, ambient live video (live videos that are longer than 4 hours) and images in the Facebook In-Stream placement. All other ad formats are supported.

### **What placements are eligible for ads with issue, electoral or political content?**

Facebook News Feed, Facebook In-Stream Video, Instagram and Instagram Stories are supported. Messenger, Whatsapp, Right-Hand Column, Marketplace, Search, Facebook Stories, Instant Articles, Suggested Videos, Watch Feed, and Audience Network are not supported placements.

### **If a placement isn't supported, what happens if they are selected during ads creation? Will the ad be rejected?**

Selecting an unsupported placement does not prevent the creation of the ad. Advertisers will see a warning about unsupported placements, but they will still be able to proceed with ad creation. These ads will not deliver on unsupported placements.

### **What objectives are eligible for ads with issue, electoral or political content?**

You can use any objective as long as the ad format and placements are supported.

### **What are considered social issues in the US?**

This is the list of social issues that will be considered to require advertiser authorization and "Paid for by" disclaimers for ads targeting the US. We expect this list may evolve over time.

- Civil and Social Rights
- Crime
- Economy
- Education
- Environmental Politics
- Guns
- Health
- Immigration
- Political Values and Governance
- Security and Foreign Policy

**Sent:** Wed, 6 May 2020 16:58:04 +0000  
**To:** Priya Gangolly  
**Subject:** FW: Outlines for review

Everything still proceeding with this?

**From:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>  
**Sent:** Monday, April 27, 2020 2:30 PM  
**To:** Payton Itheme <payton@fb.com>; Priya Gangolly <pgangolly@fb.com>  
**Subject:** RE: Outlines for review

Hi Payton and Priya!

(b)(5)

Thank you so much!

Rachel

**Rachel Ward, MSW, MPH**  
Global Mitigation Task Force, COVID-19 Response  
Centers for Disease Control and Prevention  
**404-718-7380**

**From:** Ward, Rachel (CDC/DDNID/NCIPC/OD)  
**Sent:** Friday, April 24, 2020 8:54 AM  
**To:** Payton Itheme <payton@fb.com>; Priya Gangolly <pgangolly@fb.com>  
**Subject:** RE: Outlines for review

Good morning Payton and Priya,

I hope you are both staying safe and well! I wanted to let you know that our Travel in the US webpage is now live: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-in-the-us.html>

(b)(5)

Please let me know if you have any questions!

Thank you,



Rachel

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Thursday, April 16, 2020 4:23 PM  
**To:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>  
**Cc:** Kevin Hatcher <khatcher@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Priya Gangolly <pgangolly@fb.com>  
**Subject:** Re: Outlines for review

Thank you. I will get these to the team right away.

You can email me and Priya (cc'd) when you have updates as you mentioned below.

Best,

Payton

**From:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>  
**Date:** Thursday, April 16, 2020 at 4:10 PM  
**To:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, Payton Itheme <payton@fb.com>  
**Cc:** Carol Crawford <cjy1@cdc.gov>  
**Subject:** RE: Outlines for review

Thank you for connecting us, Maggie. I look forward to working with you, Payton! Please let me know if

(b)(5)

Thanks,

Rachel

**Rachel Ward, MSW, MPH**  
Global Mitigation Task Force, COVID-19 Response  
Centers for Disease Control and Prevention  
**404-718-7380**

**From:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>  
**Sent:** Thursday, April 16, 2020 3:05 PM  
**To:** Payton Itheme <payton@fb.com>  
**Cc:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** RE: Outlines for review

Payton,

(b)(5)

Also, I've cc'd **Rachel Ward** who can provide weekly updates to you and your team going forward. Let us know if she should notify you or someone else when there are planned changes to the websites.

Thanks,  
Maggie

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Monday, April 13, 2020 7:46 AM  
**To:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>  
**Subject:** Outlines for review

(b)(5)

Thanks!

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Saturday, April 11, 2020 10:03 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

Good morning Carol,

Here is a cut and paste into email. Apologize if formatting is off:

(b)(5)

## Design Principles

This content was created with the following principles:

(b)(5)

## Content

(b)(5)

# COVID-19: Family Stress and Coping

Post: Introduction

(b)(5)

(b)(5)



## Post: Risks and Symptoms Of COVID-19 in Children

(b)(5)

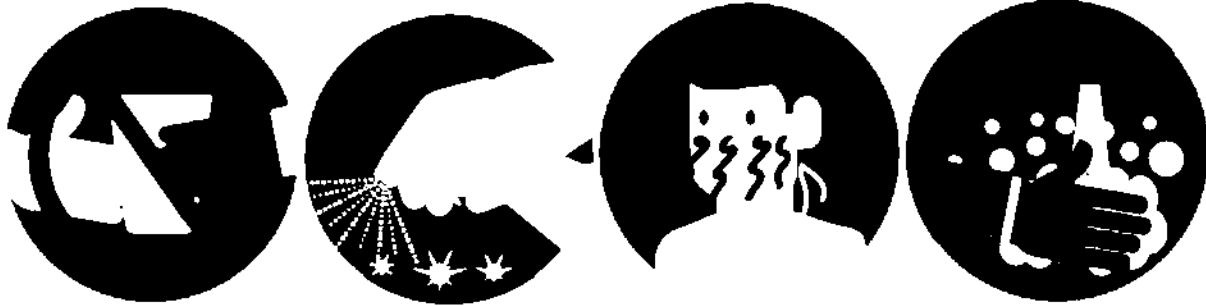
## Post: 5 Tips to Care for Children

### Tip #1: Take steps to protect children and others from getting sick

Teach your children to help stop the spread of COVID-19 by doing the same things everyone should do to stay healthy:

(b)(5)

(b)(5)



Post: Help Children Continue Learning

(b)(5)

(b)(5)



(b)(5)

## Post: Principles for Talking with Children about COVID-19

(b)(5)

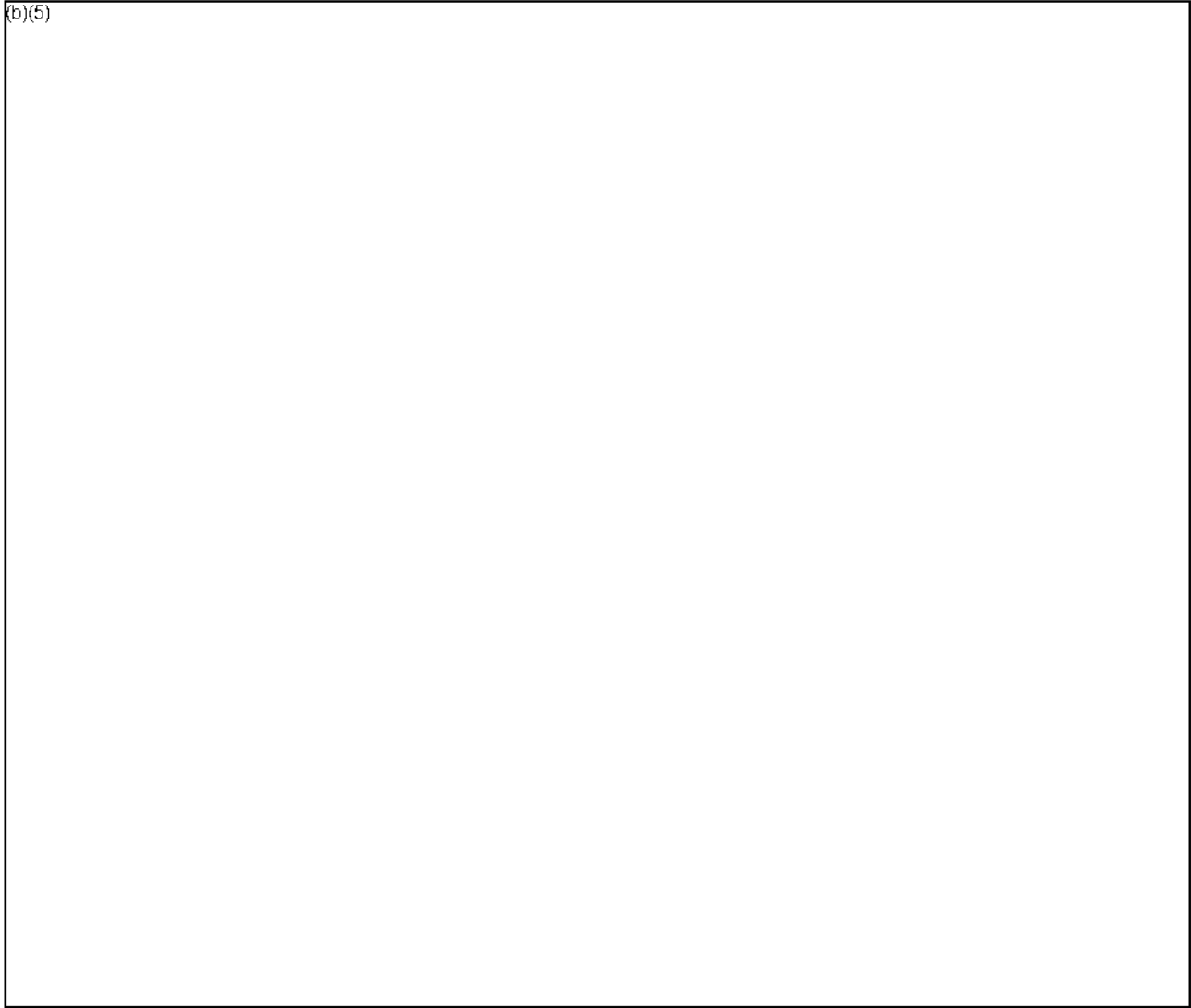


(b)(5)

## Facts about COVID-19 for discussions with children

(b)(5)

(b)(5)

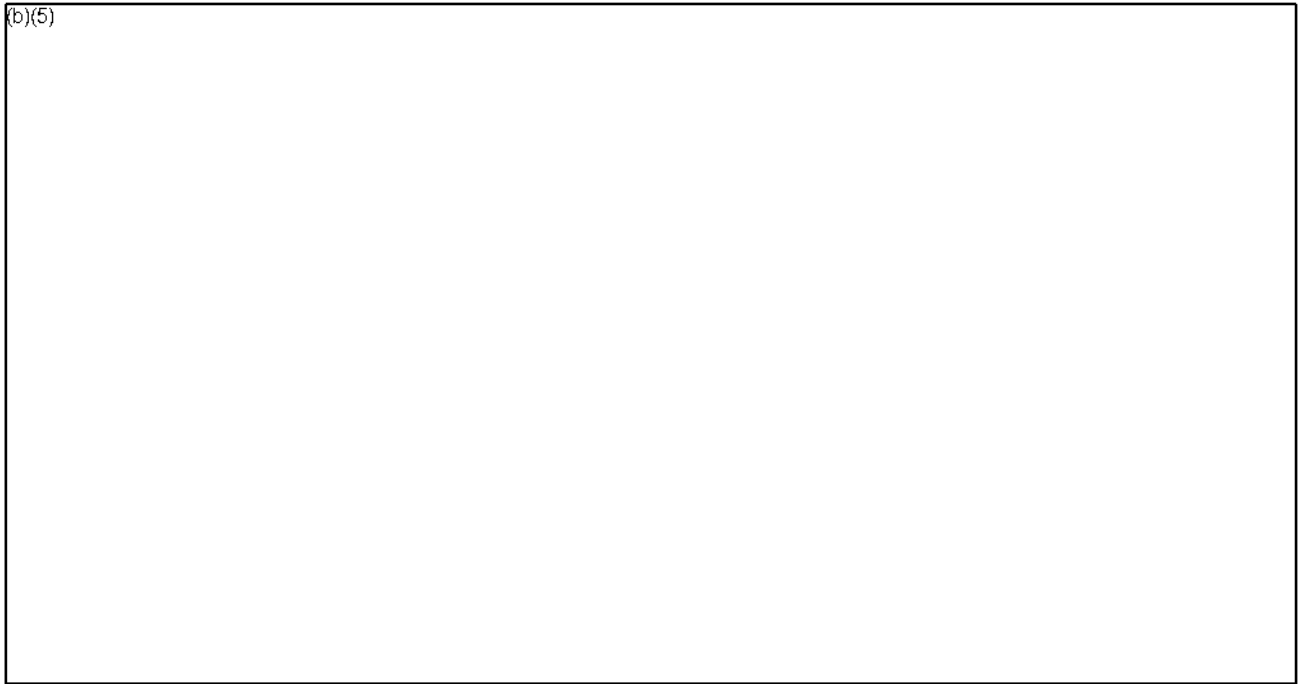


**Post: Coping With Stress**

(b)(5)

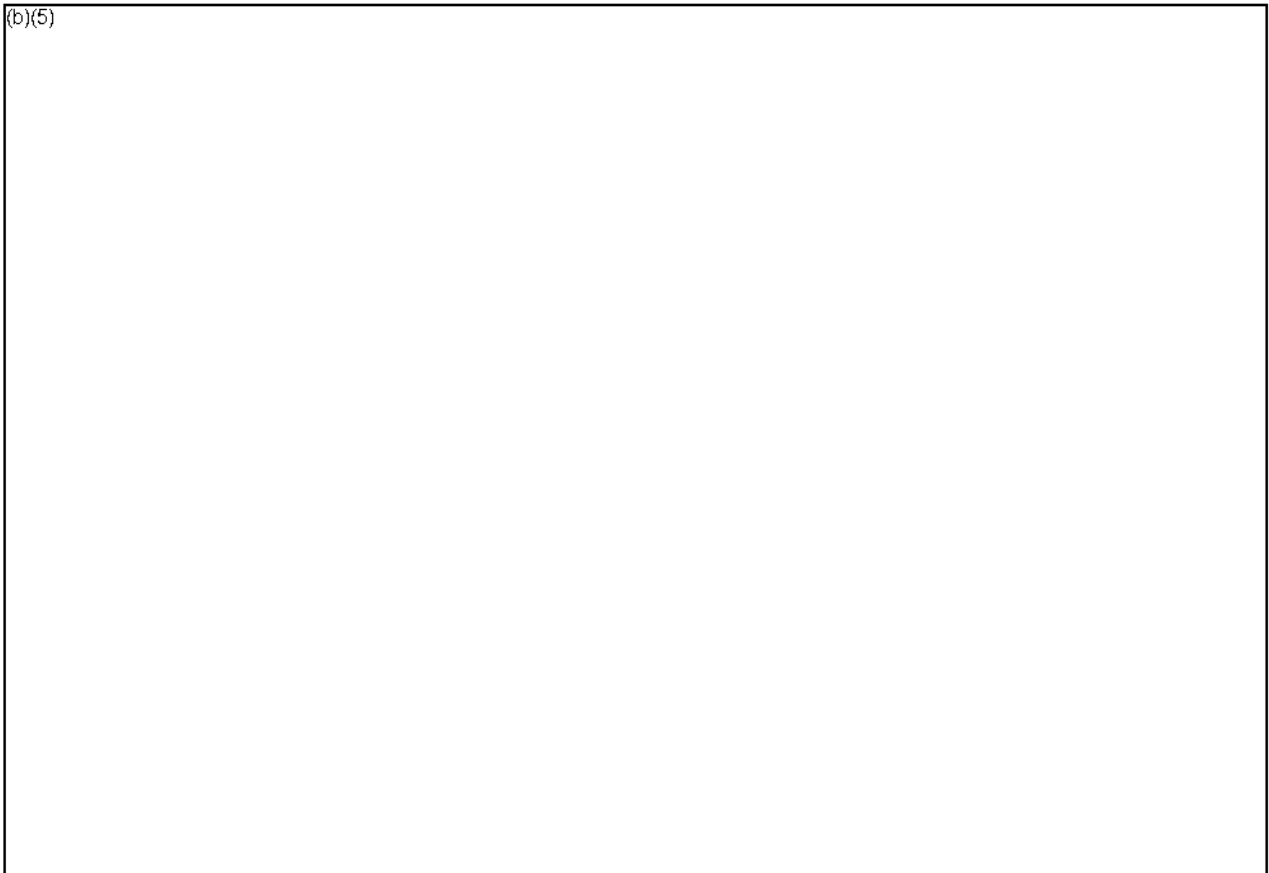


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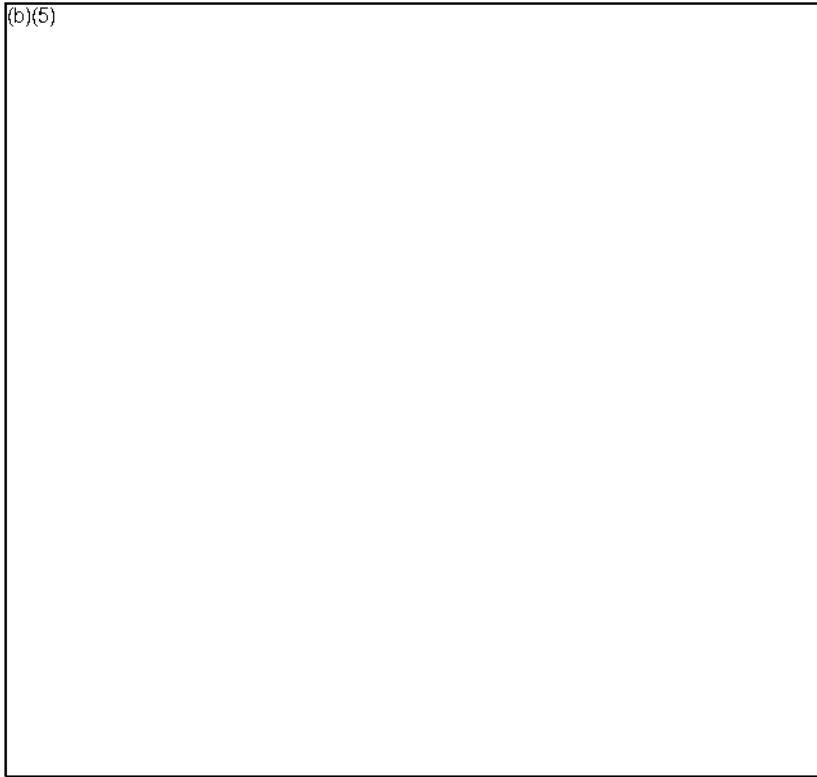


## Post: Frequently Asked Questions

(b)(5)



(b)(5)



## COVID-19 and Frequent Travelers

## Post: Introduction

(b)(5)



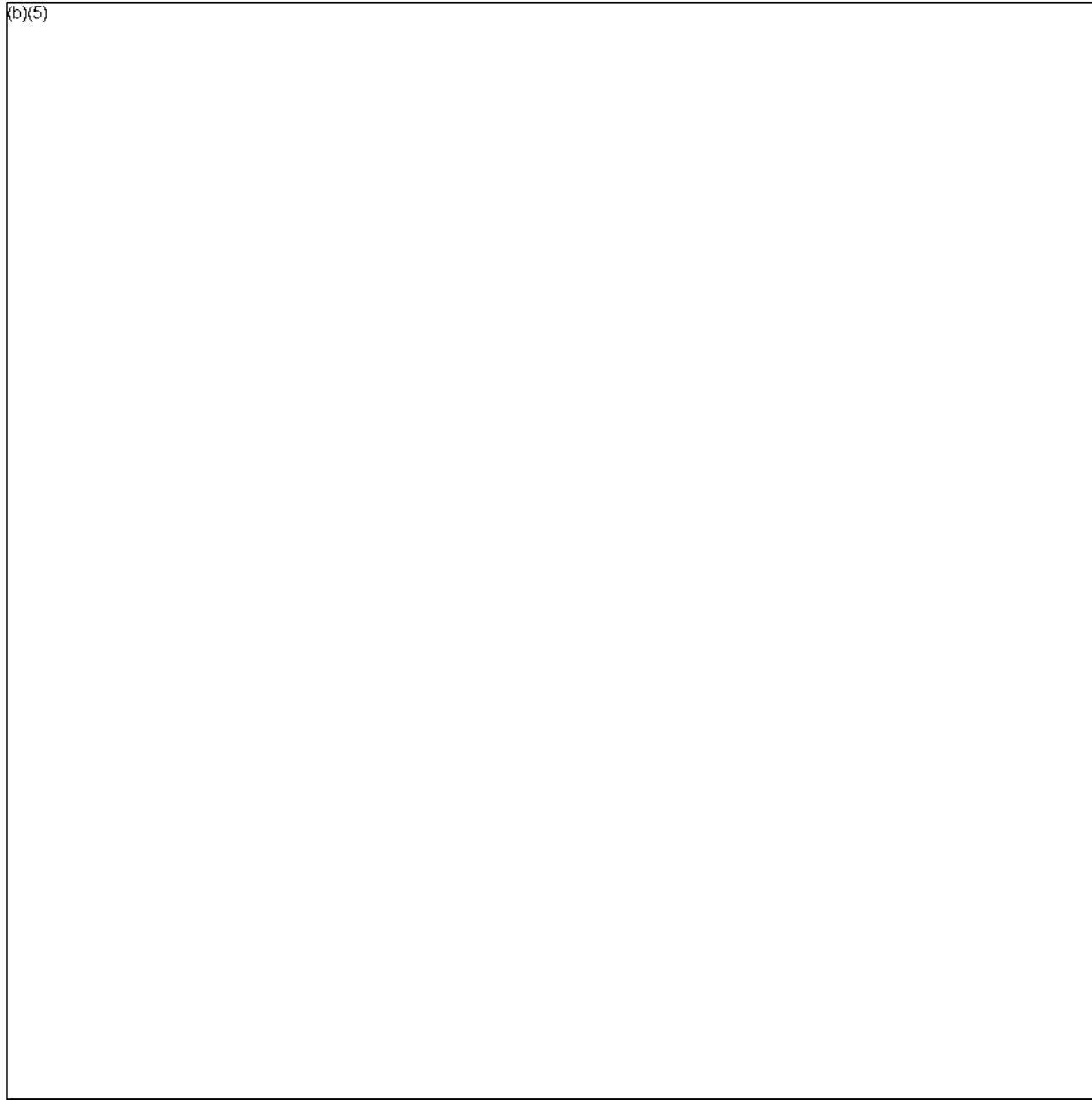
## Post: Travel Recommendations by Country

(b)(5)

## Post: Travelers Returning from International Travel

(b)(5)

(b)(5)



## Post: Returning Cruise Ship Travelers

(b)(5)



(b)(5)

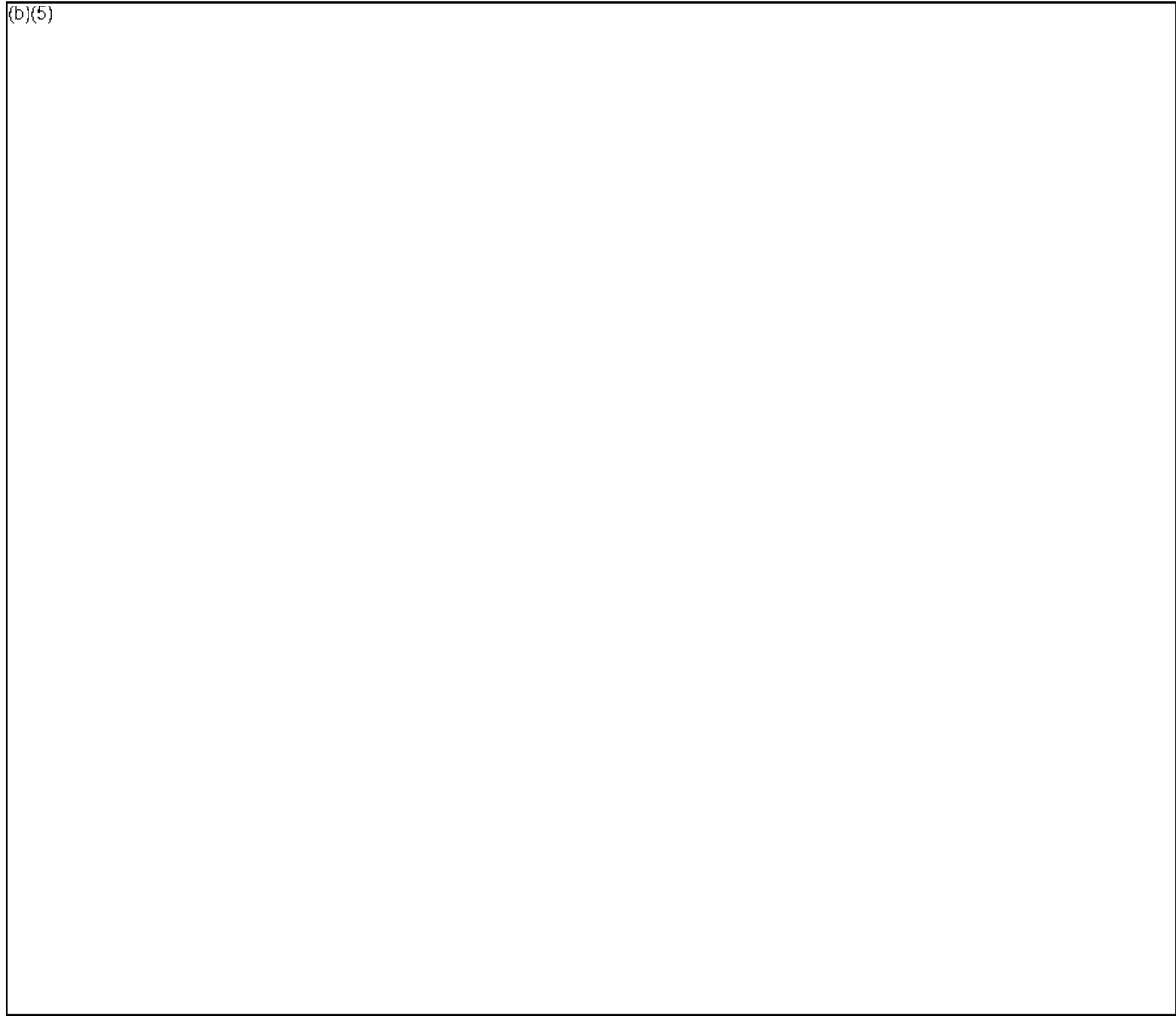
(b)(5)

## Post: Travel in the US

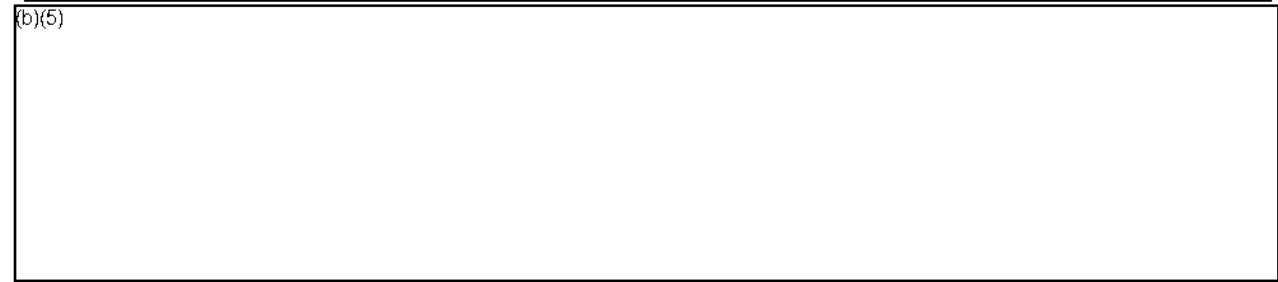
(b)(5)



(b)(5)

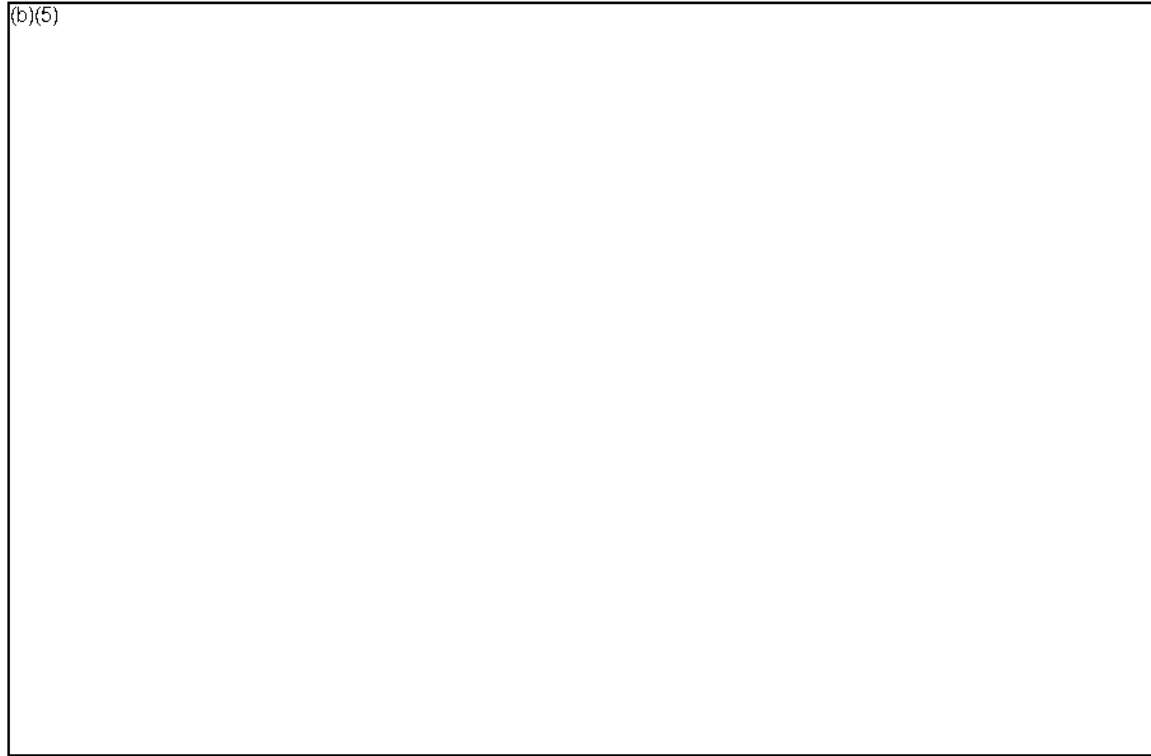


**Post: Travelers Prohibited from Entry to the US**



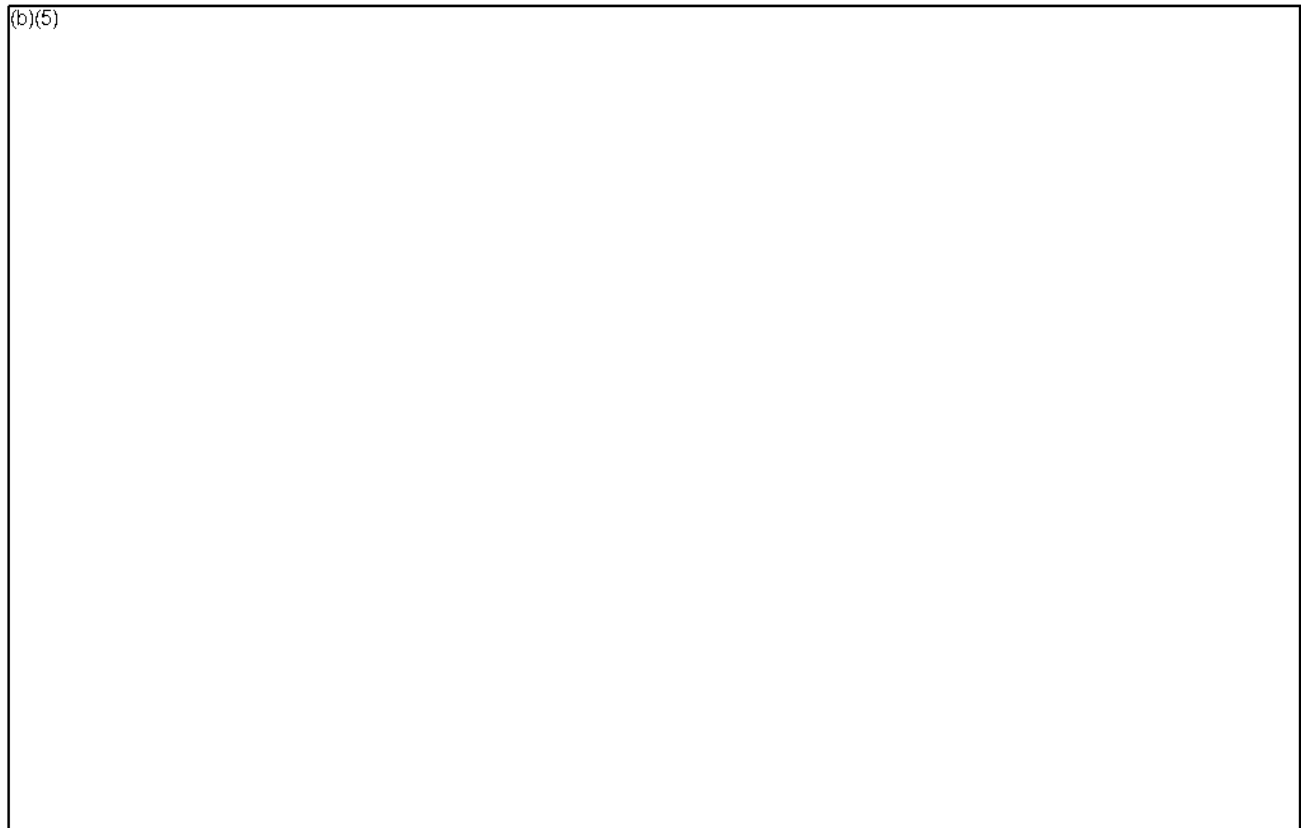
(b)(5)

(b)(5)



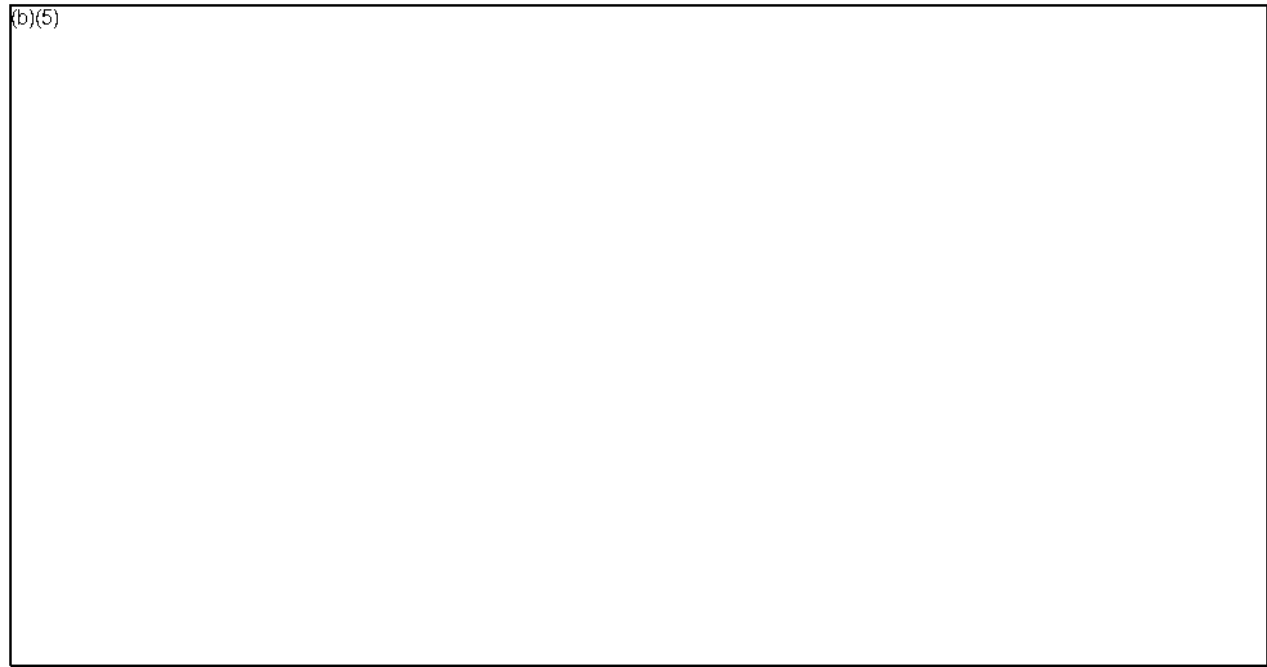
## Post: FAQ For Travelers

(b)(5)



(b)(5)

(b)(5)



Post: Additional Resources for Travelers

(b)(5)



**From:** Carol Crawford <cjy1@cdc.gov>

**Date:** Saturday, April 11, 2020 at 9:59 AM

**To:** Payton Ihome <payton@fb.com>

**Subject:** RE: CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

Sorry for another email but can you all send the outline outside of Google? I wasn't able to see that link.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 6 Apr 2020 14:17:54 +0000  
**To:** Kevin Hatcher  
**Subject:** FW: Review: At Risk Mocks for launch tomorrow

Some changes below. How will we keep this up to date? Do we have to notify you each time we think that content has changed or will Facebook be monitoring?

**From:** Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>  
**Sent:** Monday, April 6, 2020 10:09 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** RE: Review: At Risk Mocks for launch tomorrow

Our list of who's at risk has changed. Unit 1, # 4. Still looking at the rest of it.

(b)(5)



(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Monday, April 6, 2020 7:52 AM  
**To:** Young, Cathy (CDC/DDID/NCEZID/OD) <[cay2@cdc.gov](mailto:cay2@cdc.gov)>  
**Subject:** Review: At Risk Mocks for launch tomorrow

Can you have someone review the Facebook mockup for at-risk? They want to launch tomorrow. I'll have the general parts reviewed by JIC content.

(b)(5)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Tue, 25 Aug 2020 12:11:54 +0000  
**To:** Stanley Onyimba;Jan Antonaros  
**Cc:** Pallansch, Cassian (CDC/OD/OADC) (CTR)  
**Subject:** FW: Two issues: Data Studio and Aria-live Chrome

Stanley,

I thought I had sent this but now I'm not sure. Did you get this message?

Cass Pallansch would be the best contact here at CDC for the Chrome team to talk to.

Fred

**From:** Pallansch, Cassian (CDC/OD/OADC) (CTR) <cvp3@cdc.gov>  
**Sent:** Sunday, August 16, 2020 7:48 AM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** RE: Two issues: Data Studio and Aria-live Chrome

The answer...

The Section 508 issue with the Coronavirus Self-Checker is the failure of it being read properly by assistive technologies when using Google Chrome browsers both on desktop and mobile devices. Using a technology such as Voice Assistant (built-in screen reader on Android devices) clearly demonstrates the issues which are:

- Failure to read the controls (e.g., buttons, dropdowns, checklists) within an aria-live region.
- Re-reading of content within aria-live regions that have not changed.

The Self-Checker is basically not usable with screen readers due to these problems. It should read **all** of the web content within the aria-live regions of the page once (and only once).

Cass

**Cass Pallansch**

Software Architect  
Northrop Grumman CIO-SP3 Subcontractor  
Digital Media Branch (DMB)  
Division of Public Affairs (DPA)  
Office of the Associate Director for Communications (OADC)  
Centers for Disease Control and Prevention (CDC)  
Phone: 404.679.9364  
Cell: 770.490.4534  
Email: [cvp3@cdc.gov](mailto:cvp3@cdc.gov)

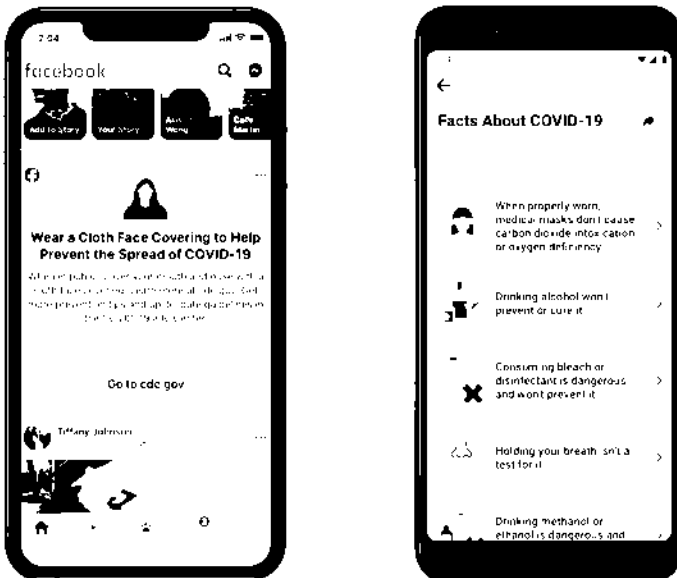


**From:** Priya Gangolly  
**Sent:** Wed, 26 Aug 2020 22:05:35 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Payton Itheme  
**Subject:** Mask campaign results

Hi Carol,

Passing along additional results coming in from our mask campaign:

- This week, Pandemic Action Network posted this global overview of partnership efforts: <https://pandemicactionnetwork.org/press-release/world-mask-week-sparks-global-movement/>
- Facebook ran alerts (image below) reminding people to wear face coverings internationally as recommended by health authorities. These alerts have been running at the top of Facebook and Instagram in the US since early July and have since expanded globally into more countries and regions.
- Facebook launched [mask avatars](#), an [Instagram AR/VR filter](#), and [hashtag deep dive](#) to amplify related content across our platform. Additionally, posts featuring related content were highlighted in the Facebook COVID-19 Information Center: [https://www.facebook.com/coronavirus\\_info](https://www.facebook.com/coronavirus_info).
- During World Mask Week alone, according to Crowdtangle, the hashtag #WearAMask during the week saw 36,621 posts, 7,773,593 interactions (likes, comments, shares, reactions) on Facebook and 17,376 posts, 36,367,752 interactions on Instagram. Note: Crowdtangle data is pulled from a subset of global notable public pages, public groups, and verified profiles, which includes many of our managed partners; more details at: <https://help.crowdtangle.com/en/articles/1140930-what-data-is-crowdtangle-tracking>



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 30 Mar 2020 17:31:29 +0000  
**To:** Payton Iheme  
**Subject:** Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** Facebook COVID Facebook Groups unsigned licensing agreement.docx

You saw this right?

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Monday, March 30, 2020 8:42 AM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** Kevin Hatcher <khatcher@fb.com>  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

Payton – here is our logo licensing agreement, can you see if it works on your end and get it signed if so?

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Sunday, March 29, 2020 6:48 PM  
**To:** Kevin Hatcher <khatcher@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Good evening,  
Do let us know if you need anything else in order to answer the questions Kevin needed feedback on.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 6:05 PM, Kevin Hatcher <khatcher@fb.com> wrote:

Hi Carol- outline [here](#) and attached (in case you have issues with the link).

**From:** Payton Iheme <payton@fb.com>  
**Date:** Friday, March 27, 2020 at 3:01 PM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Kevin Hatcher <khatcher@fb.com>  
**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <pwi3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)"

<ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Adding in Kevin to help with details.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 5:54 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

Got it on the rest.

CDC team – I'll check on logo issues. (b)(5)

**From:** Payton Itheme <payton@fb.com>

**Sent:** Friday, March 27, 2020 5:38 PM

**To:** Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwj3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

As relayed on the call, we're happy (b)(5)

(b)(5)

Best,

Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>

<Copy of (CDC) COVID-19 SLU Outlines.pdf>

**Centers for Disease Control and Prevention/CDC  
Trademark License Agreement—Non-Exclusive**

**Trademark License Number:**

**Licensee:** Facebook, Inc.

(b)(5)

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(b)(5)

(b)(5)

**From:** Stanley Onyimba  
**Sent:** Fri, 28 Feb 2020 10:02:38 -0800  
**To:** Smith, Fred (CDC/OD/OADC)  
**Subject:** Out of Office Re: Accepted: Invitation: CDC & Search on COVID-19 @ Tue Mar 3, 2020 1:30pm - 2pm (EST) (evp9@cdc.gov)

Thanks for your email. I am out of office until 2/24 and then traveling to Tel Aviv through 2/28. If you have an urgent matter, please mark your email with "URGENT" in the subject line and I will get back to you as soon as possible.

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Stanley Onyimba  
**Sent:** Fri, 1 May 2020 08:47:31 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Out of Office RE: Stress and Coping during COVID-19 Product Experience

Thanks for your email. I am out of office until 5/1. If you have an urgent matter, please mark your email with "URGENT" in the subject line and I will get back to you as soon as possible.

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Payton Itheme  
**Sent:** Tue, 25 Feb 2020 16:37:58 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Potential WhatsApp support for Coronavirus  
**Attachments:** WA-API\_Coronavirus\_Information.pdf, WhatsApp Business API Overview\_Feb.20.pptx

Hi Carol and Jay,

In case it is of interest, I wanted to share some information on behalf of my colleagues at WhatsApp on how they are supporting governments around the world in response to COVID-19. In short, they've started to make available their enterprise product, the WhatsApp Business API, to allow governments to communicate with concerned citizens about coronavirus and potentially other public health emergencies over WhatsApp. This is live today in Singapore, and they are in discussions with health authorities in India, Brazil, Italy and other large WhatsApp countries.

Similar to a Messenger bot, the WhatsApp Business API would allow you to create an official presence on WhatsApp and to deploy a custom bot to automatically respond, at scale, to frequently asked questions regarding COVID-19 and/or other health issues. While WhatsApp is not as prominent in the US as it is in other countries affected by this crisis, it is very popular among the Latino community and other immigrant groups in the US and may be useful as an additional communication channel for the CDC.

I've attached a one-pager on the WhatsApp Business API and how it might be used by government agencies, as well as a short overview presentation on the product.

If there is interest in exploring this further, I'd be happy to arrange a call with the right folks at WhatsApp.

Sincerely,

Payton



## WhatsApp Business API for Coronavirus Response

Due to the intensifying global health crisis surrounding Coronavirus, we wanted to tell you more about our enterprise product, the WhatsApp Business API, to understand if it might be a useful tool to communicate with concerned citizens about the Coronavirus and potentially other public health emergencies, and to take you through the process to most expeditiously get up and running.

The WhatsApp Business API is a new product that we started making available in August 2018. It is intended for large enterprise partners who wish to provide customer service or send one-way transactional messages, like a boarding pass or shipping notification. While the API is built with the business user in mind, WhatsApp is currently in the exploratory phase around government use of the API and seeks to understand desired use cases and product fit.

With the WhatsApp Business API, your government agency would have an official presence on WhatsApp and could manage constituent communication at scale with those who have opted in and requested to hear from you over WhatsApp. This would be complementary to your current communication channels and should not serve as a replacement for an emergency response channel.

Based on our early learnings, **the Business API has been most useful for two-way communication to respond to citizen requests for information, following these steps:**

- Publish WhatsApp hotline number on official website along with instructions on the purpose of the WhatsApp hotline, what information you can provide in response, and the best way to initiate a conversation.
- Users must send you the first message. For instance, a user might send “update” to your WhatsApp hotline, to which you could respond automatically with a menu of options, e.g., latest Coronavirus updates, safety tips, useful resources, etc.
- Your government agency will have 24 hours to respond to each incoming request for free, and users can reach out anytime, resetting the free 24-hour messaging window.
- WhatsApp and our network of business solution providers (BSPs) would support you in creating an effective automated/bot experience to suit your needs.

While the WhatsApp Business API is best-suited for two-way communication, there are circumstances in which you may want to send proactive notifications to users who’ve requested to hear from you. Unfortunately, this feature for informational notifications is not currently available for government customers at this time. In general, we find that WhatsApp users prefer receiving information on demand and tend to ignore repeated messages. That said, we would be happy to take back specific proposals to our team to see how we might support this capability in a targeted way in the future as we continue to evolve the product.

We are also happy to guide you to other product offerings within the FB Family of Apps to best suit your needs in responding to this crisis in the event WhatsApp is not the best solution.

## **How to get started?**

We will provide a list of partners that can work with you immediately to set up an account on the WhatsApp business API. These partners have extensive experience working with our product and are on standby to help with your integration. After that, your government agency will be able to use the WhatsApp API to communicate with citizens about the Coronavirus crisis.

To access this solution as soon as possible, we require that you work with one of the established business solutions providers (BSPs). While we will do our best to get you up and running as soon as possible, please note that working through the particulars of API integration is a complicated process that may take several weeks before you can operate at scale.

We understand that this integration process is time-consuming and the solution may not be available as urgently as needed to address Coronavirus; for that reason, we want to lay the foundation now to be able to respond immediately to future public health emergencies.

## **Practices to avoid**

**No political use:** The WhatsApp Business API cannot be used for the purposes of political campaigns, either by governments, non-profits or private companies. Government service access should always be tied to a neutral, non political, permanent entity, organization or department, as opposed to an individual, regardless of elected position.

**Unwanted or spammy messages:** We work hard to protect our users from a spammy experience on WhatsApp, and users always maintain the right to block or report your account. We have strict thresholds of allowable negative feedback before we rate limit and/or disable your account.

**Contact without consent:** Never use WhatsApp phone numbers without people's consent or use data obtained from other sources to message users on WhatsApp. It is important that our users expressly consent to hearing from you over WhatsApp by contacting your government hotline.

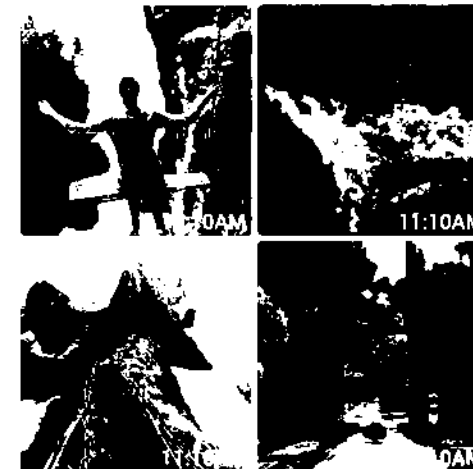
**Violate our Terms of Service:** The WhatsApp Business Solution Terms define your contractual relationship with WhatsApp and take precedence to the extent there is any conflict with this document.

**Not providing customer support:** We highly encourage the government partner to build simple bot automation as part of their response to the user-initiated messaging. The bot must adhere to our Business Policy. If the bot can't answer the consumer/citizen's questions, acceptable paths include hand off to a human agent, pointing to a phone number, email, or web support form and prompting in-store/location visits. Our intention is for people to get any inquiry resolved, even those that are more complex and may not be able to be resolved via a bot.

Monday

Hi, do you have child friendly activities for your Bali travel packages?

Hi Anaya! Yes we have many activities for all age groups and are happy to customize your itinerary based on your preferences. We specially recommend snorkeling, hiking and elephant safari. Here's a brochure with all info and some photos. 📄 📷



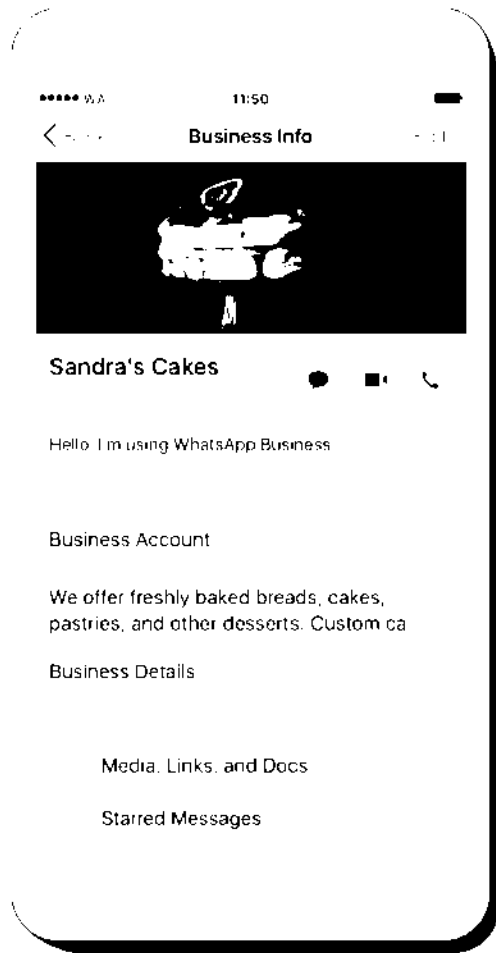
Booking Confirmation

Issue date: 12 Oct 2018  
Name of Traveler: Anaya Singh  
Number of Travelers: 4

want to opt for snorkeling

Thank you for choosing Global Voyager Online Travel. This is the package summary for ANAYA SINGH. Please refer to this document for all information regarding your tour package booked with Global Voyager Online Travel.

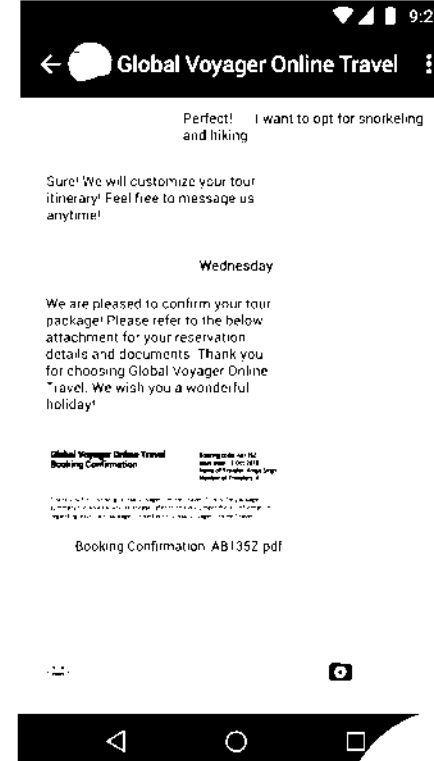
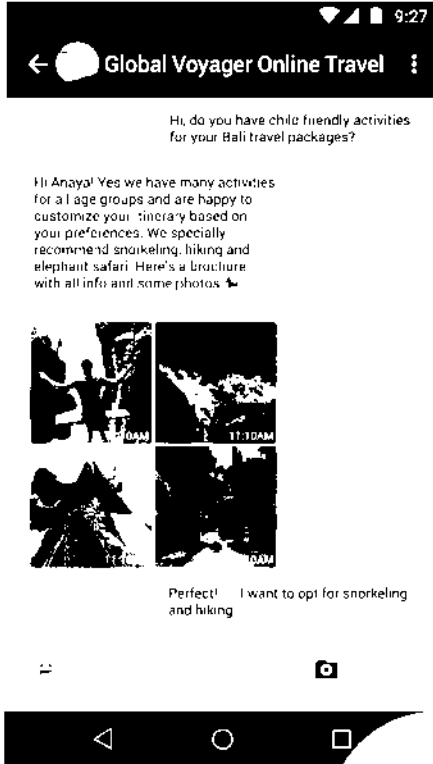
Booking Confirmation\_AB135Z.pdf



Establish your presence on WhatsApp can interact with customers easily by using tools to automate, sort and quickly respond to messages on the

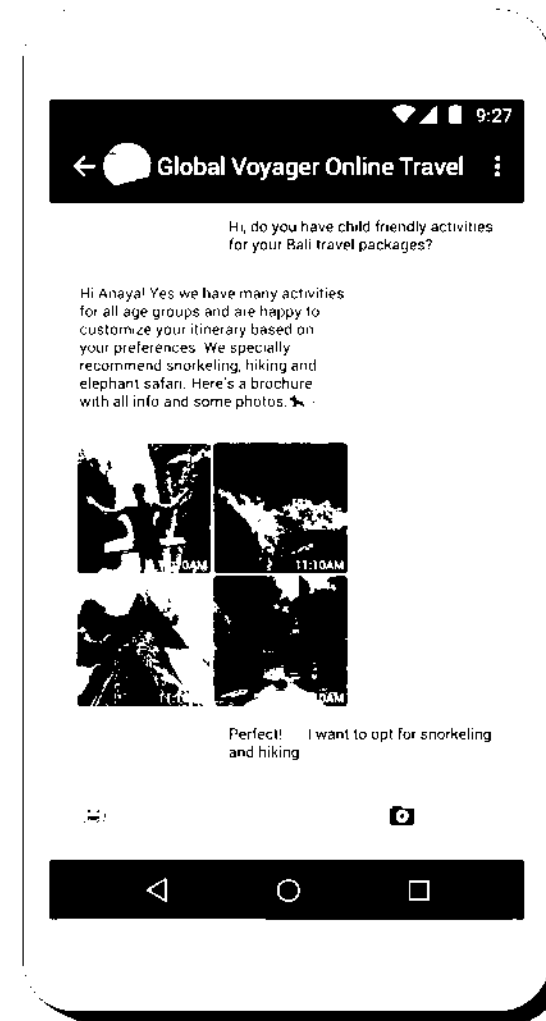
can communicate with customers at scale with the

# Two ways to use the API

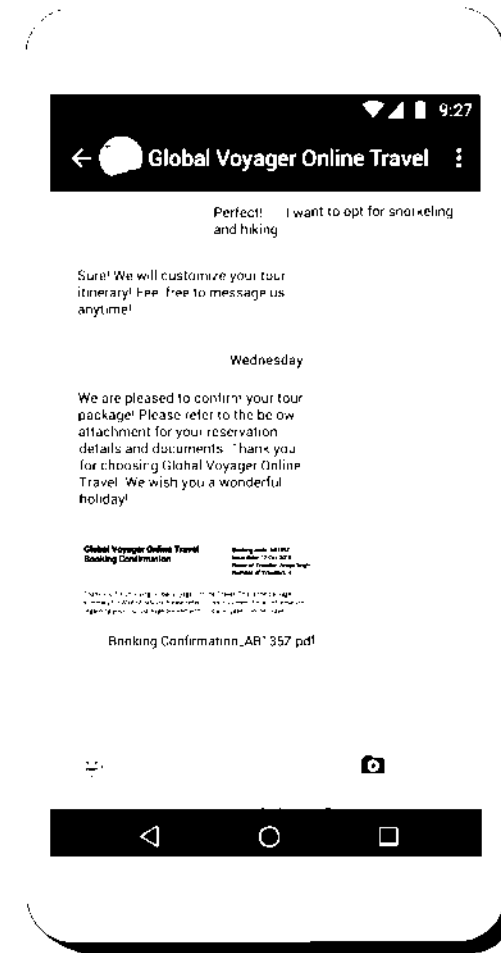




Customer care messages are responses to customer-initiated conversations on WhatsApp. They enable you to: Resolve issues one-on-one with private conversations Connect with your customers instantly Communicate with your customers on the channel they prefer



Notifications are business initiated, templated messages that can be sent any time. They enable you to: Deliver important, timely messages during your customer's path to purchase Continue the conversation with customers who respond to your notifications Choose from 10 message template categories





## CUSTOMER CARE

Responses to customer-initiated conversations are not charged if you send replies within 24 hours of a customer's message. Responses after 24 hours are charged as notifications.

## NOTIFICATIONS

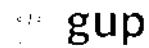
Pay per delivered message. Messages are priced based on how many notifications businesses send within each market. Pay progressively lower prices as message volume increases.



# WhatsApp Business API Solution Providers include:



Clickatell



For a comprehensive view of Global Business Solutions Providers, browse [our directory here](#).

All trademarks are the property of their respective owners. No affiliation or endorsement is implied or should be inferred.



**From:** Google Forms  
**Sent:** Fri, 24 Apr 2020 17:15:11 +0000  
**To:** Smith, Fred (CDC/OD/OADC)  
**Subject:** COVID-19 Google Search & Web Developer support

## Google Forms

Thanks for filling out COVID-19 Google Search & Web Developer support

Here's what we got from you:

## COVID-19 Google Search & Web Developer support

This group offers Google Search & Web Developer technical support to help official governments who publish COVID-19 information. We'll be approving requests for access on a case-by-case basis. At this time we're only accepting submissions from national health ministries and US government domains.

**IMPORTANT:** you'll need to register using either an email under an official government domain (e.g. [name@health.gov](mailto:name@health.gov)) or have access to the website Search Console account (<https://goo.gle/searchconsole>)

**Email address \***

evp9@cdc.gov

**Domain \***

<https://www.cdc.gov>

**Country \***

USA

**Which support group would you like to join? \***

- Google Search
- Google Web Developer support

**Would you like to join an announcement list with new Google initiatives for health organizations? \***

- Yes
- No

**Comments**

Thanks for your help

[Create your own Google Form](#)

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Wed, 15 Jul 2020 18:41:19 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Payton Iheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** Creative Sent for Review: 7.15 CDC COVID-19 Ads

Hi Airton,

Thanks for the follow up from our conversation yesterday; the resources you shared will be very helpful. I am creating the new ad account in the next day or so and will share the new ID with you.

(b)(5)

Let me know if these are good to go.

Thank you!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Mon, 10 Aug 2020 14:02:29 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Leidner, Laura (CDC/DDPHSIS/CGH/OD); CDC IMS JIC Social Media -2; Payton IHEME; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang; Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Creative Sent for Review: 8.7 Paid COVID-19 Ads

Hello Airton,

(b)(5)

Let me know if we are good to go.

Thank you!  
Hallie

Hallie Averbach, MPH  
Health Communication Specialist  
COVID-19 Response  
JIC Social Media Team  
Contractor: Eagle Global Scientific  
(404)-983-8372  
[gck9@cdc.gov](mailto:gck9@cdc.gov)

**From:** Payton Iheme  
**Sent:** Mon, 6 Apr 2020 23:44:29 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Pitts, Dana L. (CDC/DDPHSS/OD);Fullerton, Katie (CDC/DDID/NCEZID/DFWED);Gundlapalli, Adi (CDC/DDPHSS/CSELS/OD);Slayton, Rachel B. (CDC/DDID/NCEZID/DHQP);Garcia, Macarena (CDC/DDPHSS/CSELS/OD)  
**Subject:** Facebook announcement of CMU Health Survey project and Data For Good disease mapping insights

Good evening Carol and team,

I am writing to let you know that today we have just announced new tools to support the work of hospitals and public health systems looking to put the right guidelines in place to help flatten the global COVID-19 curve. You can find our full announcement [here](#) and highlights below.

As part of our Data for Good program, we help academics and non-governmental organizations understand population movements through aggregated data. We have heard from these researchers how valuable this information can be in responding to COVID-19, so we're releasing three Data for Good products:

- Improved co-location insights that not only help researchers better understand general movement patterns like commute patterns, but also the probability that people in areas with disease outbreaks will come in contact with new populations. These maps are important to understand the actual chance that a disease will be spread by human to human contact.
- Trends on staying near home by generating statistics at a county or regional level that show whether populations are generally staying in one part of town, presumably close to home, or whether populations are on average visiting many parts of a city or town. Around the world, many countries and regions have issued orders related to sheltering in place and people generally staying home. While Facebook data in aggregated format does not answer this question about specific households, these trends provide important insights into whether non-pharmaceutical interventions are headed in the right direction towards flattening the COVID-19 curve.
- A social connectedness index that shares the likelihood of friendship across states and countries, in aggregate, is another helpful input for disease modeling, as well as understanding the areas from where areas hardest hit by COVID19 might seek support.

In addition, starting today in the US, some people will see a link at the top of News Feed to an optional, off-Facebook survey to help health researchers better monitor and forecast the spread of COVID-19. The survey run by Carnegie Mellon University (CMU) Delphi Research Center (a CDC Center of Excellence) is designed to help health researchers identify COVID-19 hotspots earlier so public health organizations can respond faster, and can also help health systems plan their responses to when, where and how they can reopen parts of society.

Please don't hesitate to reach out with any questions you may have.

Thanks,

Payton



**Payton Ihome**

U.S. Public Policy

[Facebook](#)



**From:** Payton Itheme  
**Sent:** Wed, 18 Mar 2020 20:24:35 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Smith, Fred (CDC/OD/OADC);Layton, Kathleen (CDC/OD/OADC);Marshall, Maureen (CDC/DDID/NCIRD/OD);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Facebook's COVID-19 Efforts

Good afternoon Carol and team,

We just launched this today. Thank you for your partnership!

With ongoing news around COVID-19, Facebook is actively working to provide our community with reliable information from trusted health authorities and offer resources to governments, emergency service organizations, and others in need. Our newsroom that's being updated in real-time is a great resource for our many efforts aimed at helping people have what they need during this challenging time.

**Below are other helpful resources that we want you to be aware of:**

- **COVID-19 Information Center** – *Accessible via Facebook's News Feed*
  - The COVID-19 Information Center that launched today will provide information and resources –from trusted health authorities– that will help people stay healthy as they support their families and broader communities. This tool will be accessible at the top of News Feed. *There is also one specific to WA state.*
- **\$100M in Grants for Small Businesses**
  - \$100 million in grants will support over 30,000 small businesses in over 30 countries where we operate around the world to show that we're focused on helping businesses easily find the help, training, and support they need. We've heard from many businesses that a little financial support goes a long way and it can be the thing that keeps them afloat.
- **Workplace Platform for Governments and Emergency Health Organizations**
  - Workplace Advanced is being made available for free for a year to governments and emergency service orgs globally. This platform uses simple and secure tools like video calling, groups, News Feed, file sharing and instant messaging to keep entire organizations connected and informed.
- **\$1M to Support Fact-Checkers**
  - \$1M in grant support is available to fact-checking organizations around the world to increase their capacity to combat misinformation related to COVID-19. The funds will be administered by the International Fact-Checking Network and will be used for partnering with health experts for evidence-based coverage, producing reliable multimedia content, and more.
- **\$1M for Local News Organizations**
  - \$1M in small grants are being offered to support local news organizations covering COVID-19 in the U.S. and Canada. This aims to help local news organizations deal with the unexpected costs of covering COVID-19 including allowing staff to work from home and providing more coverage for audiences. These are made possible through a

partnership with the Facebook Journalism Project, Lenfest Institute for Journalism and Local Media Association.

We want you to know that we are here to help during this uncertain time and encourage you to continue checking our newsroom for the latest updates on these resources. Please reach out with any questions you may have.

Thanks,  
Payton

## FACEBOOK

**Payton Iheme**

U.S. Public Policy

[Facebook](#)

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Fri, 17 Apr 2020 16:01:09 +0000  
**To:** Annie Lewis; Airton Tatoug Kamdem; Darcey Kane Geary; Payton Ihome  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.17.2020  
**Attachments:** DRAFT Paid SM Ads Content 04.15.2020.docx, DRAFT Paid SM Ads Content Spanish 04.17.2020.docx

Hey all, Happy Friday!

(b)(5)



Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday

**Template for OADC Social Media Paid Ads 04.15.2020**

Reviewed and approved by with date: Jay Dempsey and Maureen Marshall approved on 04.15.2020

<b>Platform/ Channel</b>	<b>Ad type (see Ad Specs doc)</b>	<b>Audience (be specific)</b>	<b>Call to action</b>	<b>Post copy (include Headline and Link Description text, see Ad Specs doc)</b>	<b>Url (shortened, vanity, or tagged)</b>	<b>Creative</b>
Facebook and Instagram	Video Ad (Video Views)	Target high prevalence areas (how to get this list? Lynn has yes?)	View Video	<p><b>Post copy (max chars 127):</b> Think you may have COVID-19? Monitor symptoms &amp; call before doctor visit. Most people with COVID-19 can get better at home.</p> <p><b>Headline (25 chars max 40 chars):</b> When to call doctor, if you may be sick</p> <p><b>Link description (35 chars):</b> Protect yourself &amp; others around you</p> <p>No learn more button</p>	<a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a>	when to call the doctor
Facebook and Instagram	Image Ad (Reach)	Target high prevalence areas (how to get this list?)	Get message (Reach)	<p><b>Post copy (max chars 127):</b> Protect others if you might have COVID-19. Call before doctor visit. Avoid others. Cover coughs. Wash hands often.</p> <p><b>Headline (25 chars max 40 chars):</b> What to do if you think you may be sick</p>	<a href="https://www.cdc.gov/coronavirus/2019-ncov/about/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/about/steps-when-sick.html</a>	What to do if you think you are sick

				<p><b>Link description (30 chars):</b>          More ways to prevent spread</p> <p>No learn more button</p>		<p><b>IF YOU THINK YOU MAY BE SICK WITH COVID-19:</b></p> <ul style="list-style-type: none"> <li>Stay home if you are sick</li> <li>Call ahead before visiting the doctor</li> <li>Avoid close contact with others</li> <li>Clean your hands often</li> </ul> <p>CDC</p>

**Template for OADC Social Media Paid Ads**

Proposed Spanish Social Media Ads

Reviewed and approved by with date:

(b)(5)

(b)(5)

(b)(5)



(b)(5)

(b)(5)

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Sun, 19 Apr 2020 18:13:21 +0000  
**To:** Annie Lewis; Airton Tatoug Kamdem; Darcey Kane Geary; Payton IHEME  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.19.2020  
**Attachments:** MidApril-May Domestic Travel Ads\_Final for OADC\_4.18.20.docx

Hey Facebook team,

(b)(5)



Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday

(b)(5)

(b)(5)

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Fri, 10 Apr 2020 11:04:02 +0000  
**To:** Annie Lewis; Payton Iheme; Darcey Kane Geary; Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** For Review: Religious Observance Travel Ads  
**Attachments:** 20\_315263-A\_Silver\_IG Story\_US.jpg, 20\_315263-A\_Silver\_FB Square\_US.jpg

Good morning Facebook team,

Happy Friday!

(b)(5)



Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday



(b)(5)



(b)(5)

(b)(5)

(b)(5)

**Sent:** Fri, 3 Apr 2020 17:05:47 +0000  
**To:** Annie Lewis;Payton Iheme;Darcey Kane Geary;Airton Tatoug Kamdem  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** 20\_316285-A\_Newman\_COVID-19\_Facebook\_ad\_Social\_Distancing\_12s.mp4

Hi Facebook team – I'm sharing

(b)(5)



Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309

**Sent:** Fri, 3 Apr 2020 17:28:36 +0000  
**To:** Annie Lewis; Payton Iheme; Darcey Kane Geary; Airton Tatoug Kamdem  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR); Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** 20\_316285-A\_Newman\_COVID-19\_Facebook\_ad\_Social\_Distancing\_12s.mp4

(b)(5)



Thanks!

Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

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

**Sent:** Fri, 3 Apr 2020 17:11:34 +0000  
**To:** Annie Lewis; Payton Iheme; Darcey Kane Geary; Airton Tatoug Kamdem  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR); Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** 20\_316285-A\_Newman\_COVID-19\_Facebook\_ad\_Social\_Distancing\_12s.mp4

(b)(5)

Thanks!

Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

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

**Sent:** Fri, 3 Apr 2020 17:08:57 +0000  
**To:** Annie Lewis; Payton Iheme; Darcey Kane Geary; Airton Tatoug Kamdem  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR); Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** 20\_316285-A\_Newman\_COVID-19\_Facebook\_ad\_Social\_Distancing\_12s.mp4

(b)(5)



Thanks!

Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

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

**From:** Payton Iheme  
**Sent:** Wed, 20 May 2020 19:17:42 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Fwd: CDC + FB Intro

Will discuss on our sync.

Best,  
Payton  
\*\*\*\*

Thank you, Leslie!

Hi Payton,

Leslie may have provided the (very!) brief context for my outreach, but I'll provide that and more here, just so you have context.

I'm working on CDC's COVID-19 Response with a group who is focused on ways to protect frontline healthcare workers (nurses, clinicians, staff working in nursing homes, etc) and patients from the spread of COVID-19 in healthcare facilities.

One of the things that has been very clear is that there are significant gaps in knowledge related to infection prevention and control (IPC). (b)(5)

(b)(5)

ASK: Considering Facebook Live is a popular (and loved!) platform, may we set up a time with you to discuss how FB Live could be leveraged for training purposes and what basic analytics are available to help evaluate our success?

Thank you in advance for your time,

Liz

Liz Pantino McClune, MSW, MPA  
Health Systems and Worker Safety Task Force  
(previously Clinical Care and Medical Countermeasures Task Force)  
COVID-19 Response  
Centers for Disease Control and Prevention  
404-639-3499

**From:** Leslie Kennedy <leslie.kennedy@fb.com>  
**Sent:** Tuesday, May 19, 2020 2:08 PM  
**To:** McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH) <ymt0@cdc.gov>



**Cc:** Payton Ihome <payton@fb.com>

**Subject:** CDC + FB Intro

Hi Liz – Per our messenger chat, introducing you to Payton Ihome (cc'd here) who leads the CDC relationship at Facebook. Payton can help point you in the right direction re: your FB Live request.

Will let you two take it from here!

Leslie

**Leslie Kennedy** | Client Partner | 678.908.4275



**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 27 Mar 2020 00:13:34 +0000  
**To:** Stanley Onyimba;Jan Antonaros  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO);Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** FW: Additional Follow-up from CDC call - Google Messages in Multiple Languages  
**Attachments:** External for CDC COVID Local Call Ahead\_cert.pdf, External for CDC COVID Local Call Ahead\_clean.docx, External for CDC COVID Local Call Ahead\_tracked.docx

Stanley and Jan

(b)(5)

Fred

**From:**

Hi Fred and Kat,

(b)(5)

Thanks,  
Eva

Good morning JIC and DCS

Google requests that we have MLS review the translations of the two short intercept phrases are good with us. The Spanish and Chinese are the top priority and the other 20 languages secondary.

Thanks

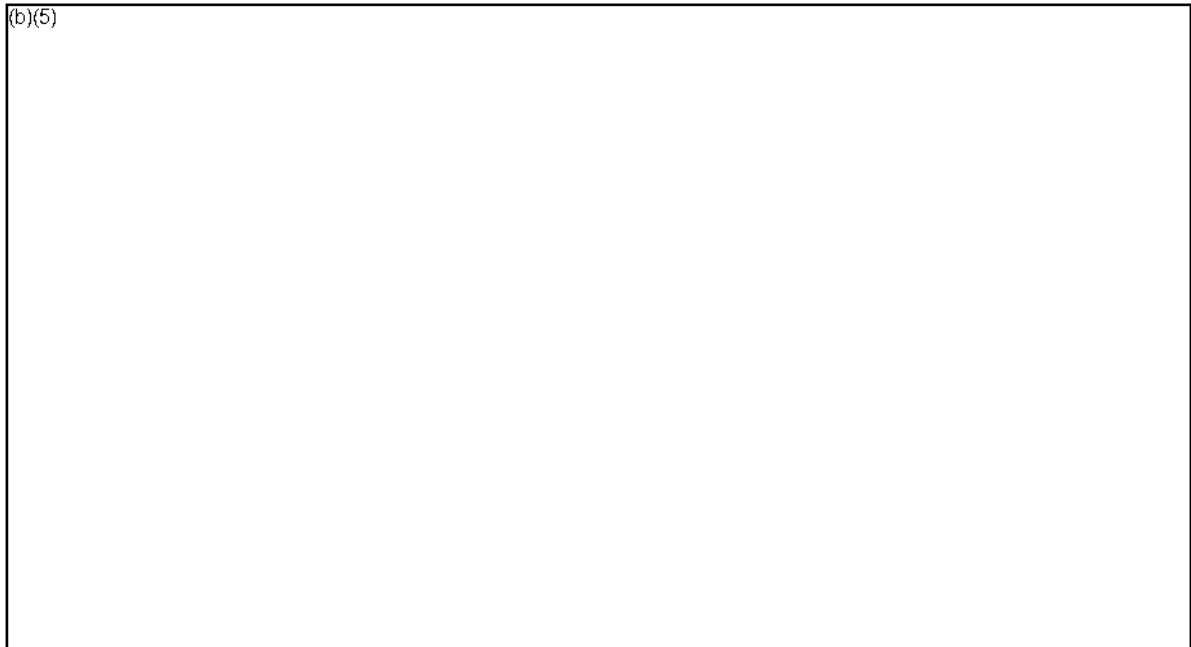
Fred

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Wednesday, March 25, 2020 8:56 PM  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Subject:** Additional Follow-up from CDC call

This email contains confidential information

Hi CDC Team,

Thanks for the update on the self-checker traffic analysis. We have a few additional product updates and plans we'd like to share:



Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

## CERTIFICATION

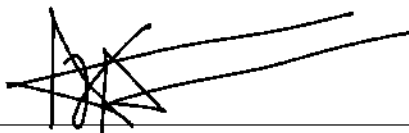
TransPerfect is globally certified under the standards ISO 9001:2015, ISO 17100:2015, and ISO 18587:2017. This Translation Certificate confirms the included documents have been completed in conformance with the Quality Management System documented in its ISO process maps and are, to the best knowledge and belief of all TransPerfect employees engaged on the project, full and accurate translations of the source material.

File Name(s): External for CDC COVID Local Call Ahead

Source Language(s): English

Target Language(s): Bengali, Danish, Dutch (NL), French (FR), German, Hebrew, Hindi, Indonesian, Italian, Japanese, Korean, Marathi, Norwegian, Polish, Portuguese (BR), Swedish, Thai, Turkish, Urdu, and Vietnamese

*Authorized Signature:*



---

*Name: Allison Jaqueline Abbott*

*Title: Senior Project Manager*

*Date: March 26, 2020*

Reason for signature: I approve the accuracy of this document content as written

<b>English • Approved</b>	
<b>Copy Long</b>	<p>If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.</p> <p>Source: Centers for Disease Control and Prevention  Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a></p>
<b>Short (required for small screens)</b>	Call your doctor before visiting if you may have COVID-19. Source: CDC

**User Experience • Live on Google.com and Google Maps now • English-only**

Long version

hospitals near seattle

**COVID-19 alert**

If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Short version

Sutter Pacific Medical Foundation

coronavirus testing near me

**COVID-19 alert**

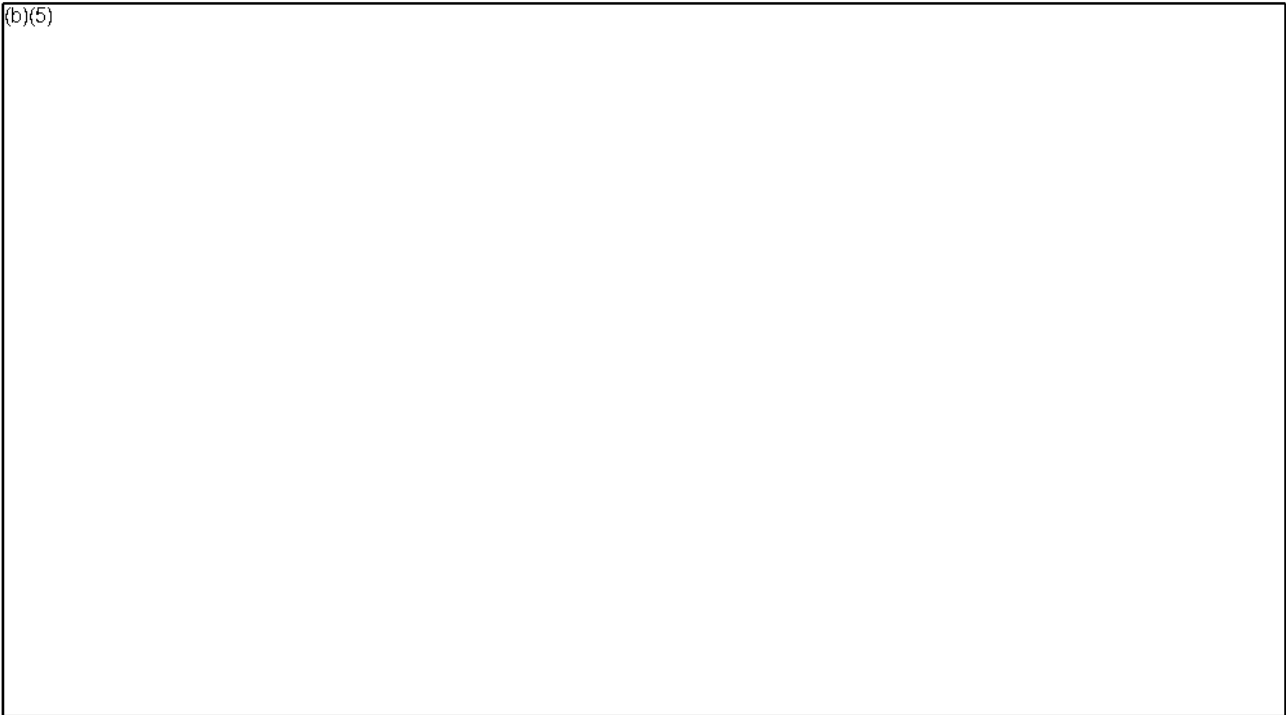
If you think you may have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

(b)(5)

(b)(5)

(b)(5)

(b)(5)





<b>English • Approved</b>	
<b>Copy Long</b>	<p>If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.</p> <p>Source: Centers for Disease Control and Prevention  Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a></p>
<b>Short (required for small screens)</b>	Call your doctor before visiting if you may have COVID-19. Source: CDC

**User Experience • Live on Google.com and Google Maps now • English-only**

Long version

Short version

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 11 Mar 2020 16:28:40 +0000  
**To:** Payton Itheme  
**Subject:** FW: CDC and QPs

I'm resending because it seems like an error may have come back.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wednesday, March 11, 2020 9:49 AM  
**To:** 'Payton Itheme' <payton@fb.com>  
**Subject:** RE: CDC and QPs

Gosh – I had this half typed yesterday and so many issue came up.

1. Yes, we will send more for use and if you do #2, we'd want more.
2. Could we do QPS with some amount of specific messages below? Not sure if doable so didn't try to format in your format. Thinking the QP of #1 would be great right now. Then having the QP for #2 would be great to have on queue as things likely spread.

(b)(5)



**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, March 10, 2020 8:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** CDC and QPs

Good evening Carol,

I wanted to share an update on your requests related to our Quick Promotions (QP) directing users to the CDC website. As of last night, we have updated the link on the QP to the one with the metrics code that you shared, so you should already be able to see that update on your end. We also synced internally on your other feedback and have some follow up questions. Please let us know if you'd like to set up separate time to discuss, or just address over email.

(b)(5)



Best,

Payton

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 30 Mar 2020 20:46:26 +0000  
**To:** Kevin Hatcher  
**Cc:** Payton Itheme; Young, Cathy (CDC/DDID/NCEZID/OD)  
**Subject:** FW: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** Copy of (CDC) COVID-19 SLU Outlines cay2.docx, Copy of (CDC) COVID-19 SLU Outlines (002)\_DO.pdf

(b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Date:** Friday, March 27, 2020 at 3:01 PM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Kevin Hatcher <khatcher@fb.com>  
**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <pwj3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Adding in Kevin to help with details.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 5:54 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

Got it on the rest.

CDC team – I'll check on logo issues

(b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Friday, March 27, 2020 5:38 PM  
**To:** Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwj3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers  
**Importance:** High

Hi Carol and team,

(b)(5)

Below is what we need early by Monday from the CDC to launch:

(b)(5)

Best,

Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>



(b)(5)

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(b)(5)

(b)(5)



(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 3 Mar 2020 16:11:56 +0000  
**To:** Payton Itheme  
**Cc:** Smith, Fred (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC)  
**Subject:** FW: Facebook Quick promotion Ideas

Payton – Going ahead and sending over some thoughts in advance....

(b)(5)



[Go to cdc.gov](https://www.cdc.gov)

Thanks as always!

Carol Y. Crawford

Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thu, 26 Mar 2020 14:19:15 +0000  
**To:** Jan Antonaros;Patel, Anita (CDC/DDID/NCIRD/OD);Bonander, Jason (CDC/OCOO/OCIO);Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD);Bonander, Jason (CDC/OCOO/OCIO);Crawford, Carol Y. (CDC/OD/OADC);Stanley Onyimba;Megan Ryskamp  
**Subject:** FW: Google messages SPANISH CERTIFICATION COMPLETED  
**Attachments:** External for CDC COVID Local Call Ahead (002)-SPANISH MLS.docx

Jan:

(b)(5)

Fred

+++++

The text is slightly different.  
Eva

<b>Spanish • Approved 3-26-2020 MLS</b>	
<b>Long</b>	<p>Si crees que podrías haber estado expuesto al COVID-19 y presentas fiebre y síntomas, como tos o dificultad para respirar, llama a tu proveedor de atención médica para consultarle.</p> <p>Fuente: Centros para el Control y la Prevención de Enfermedades          Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention-sp.html">https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention-sp.html</a></p>
<b>Short</b>	<p>Llama al médico antes de ir al consultorio si crees que puedes tener COVID-19.          Fuente: CDC</p>
<b>English • Approved</b>	
<b>Copy Long</b>	<p>If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.</p> <p>Source: Centers for Disease Control and Prevention          Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a></p>
<b>Short</b> (required for small screens)	<p>Call your doctor before visiting if you may have COVID-19. Source: CDC</p>

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Wednesday, March 25, 2020 8:56 PM

**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc: Subject:** Additional Follow-up from CDC call

This email contains confidential information

Hi CDC Team,

Thanks for the update on the self-checker traffic analysis. We have a few additional product updates and plans we'd like to share:

(b)(5)



Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

# Google Confidential

## CDC “COVID-19 Alert” on Google.com and Google Maps for users searching for Healthcare

### Background:

- We have quickly launched a Covid-19 alert that users see as part of Google Local Search and Google Maps when they search for
  - (1) doctors, clinics, hospitals and other healthcare services
  - (2) coronavirus testing near me
- The alert surfaces the latest recommendations from public health agencies (CDC in the US, WHO globally).
- We have only received CDC approval for the English variant of the alert

### What we need from the CDC:

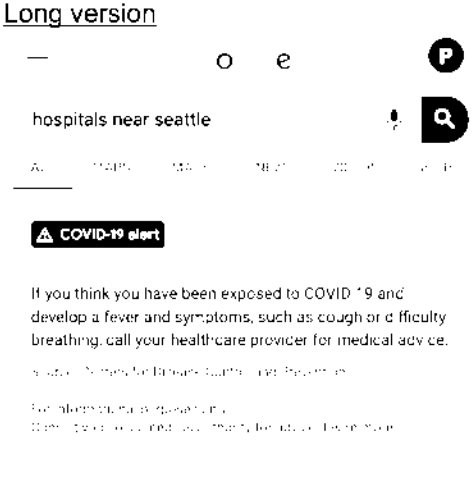
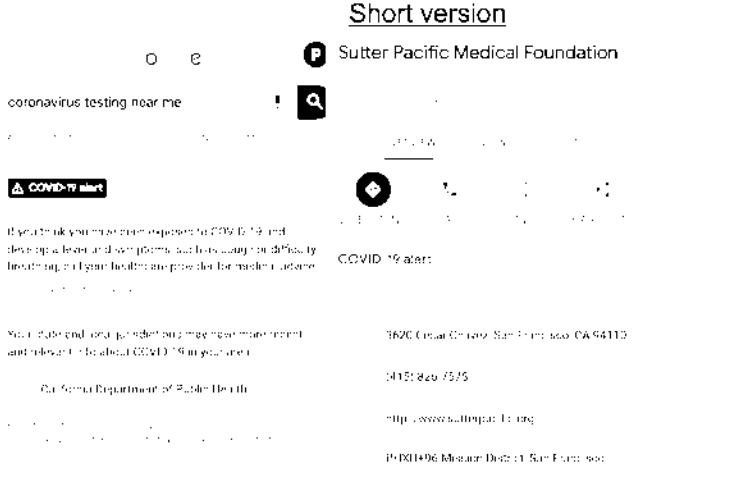
- Priority 1: Approval for Spanish and Chinese
- Priority 2: Approval on Google-translated variants in 20 languages
- Priority 1: CDC approval for Spanish, Chinese

Spanish • Approved 3-26-2020 MLS	
<b>Long</b>	Si crees que podrías haber estado expuesto al COVID-19 y presentas fiebre y síntomas, como tos o dificultad para respirar, llama a tu proveedor de atención médica para consultarle.  Fuente: Centros para el Control y la Prevención de Enfermedades Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention-sp.html">https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention-sp.html</a>
<b>Short</b>	Llama al médico antes de ir al consultorio si crees que puedes tener COVID-19. Fuente: CDC

(b)(5)

<b>English • Approved</b>	
<b>Copy Long</b>	<p>If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.</p> <p>Source: Centers for Disease Control and Prevention  Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a></p>
<b>Short</b> (required for small screens)	Call your doctor before visiting if you may have COVID-19. Source: CDC

**User Experience • Live on Google.com and Google Maps now • English-only**

<p><u>Long version</u></p> 	<p><u>Short version</u></p> 
---------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------

(b)(5)

(b)(5)



(b)(5)

(b)(5)

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Tue, 2 Jun 2020 19:39:08 +0000  
**To:** Payton Itheme  
**Cc:** Nina Rastogi;Priya Gangolly;Crawford, Carol Y. (CDC/OD/OADC);McDaniel, Rebecca (CDC/OD/OADC)  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good Afternoon Payton,

We have cleared contract tracing content □ For context, the team was leaning towards option A and there have been some edits made:

#### Help End COVID-19 in Your Community

(b)(5)



Hopefully this will work but please do not hesitate to share any questions/concerns.

Thanks!  
Preeti

**PREETI** Thapar | Web Content & User Experience  
Northrop Grumman Corporation | Health Protection Solutions  
O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, June 2, 2020 2:18 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>; Priya Gangolly <pgangolly@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you ! I will stand by.

Sent from my iPhone

On Jun 2, 2020, at 1:34 PM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov> wrote:

Hi Payton,

(b)(5)

Thanks!  
Preeti

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, June 2, 2020 1:28 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,,336718806#>,#

Good afternoon,

I wanted to check back in on this item.

Best,

Payton

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Friday, May 29, 2020 at 11:25 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,,336718806#>,#

Thank you and very good to know. I will stand by.

Best,

Payton

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Friday, May 29, 2020 at 10:14 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Hi Peyton,

(b)(5)

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Wednesday, May 27, 2020 8:57 AM  
**To:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good Morning Peyton,

Thank you for sharing. I will begin the process on our end this morning.

Thanks,  
Preeti

**PREETI** Thapar | Web Content & User Experience

Northrop Grumman Corporation | Health Protection Solutions

O: (404) 498-0962 | C: (678) 468-9466 | [ijid2@cdc.gov](mailto:ijid2@cdc.gov)

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, May 26, 2020 7:14 PM  
**To:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good evening CDC team,

In addition to an update on our streamlined process for ongoing updates in the COVID Info Center, we also wanted to get your steer on language

(b)(5)

(b)(5)

For discussion tomorrow are possible ways to reflect the CDC content in the COVID Info Center.

\*\*\*

(b)(5)

(b)(5)

On behalf of the team,

Best,

Payton

**Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#**

Scheduled: Wednesday, May 27, 2020 from 3:00 PM to 3:30 PM

Invitees: [bkf0@cdc.gov](mailto:bkf0@cdc.gov), [evp9@cdc.gov](mailto:evp9@cdc.gov), Crawford, Carol Y. (CDC/OD/OADC), [ifb5@cdc.gov](mailto:ifb5@cdc.gov), [KYU6@cdc.gov](mailto:KYU6@cdc.gov), Thapar, Preeti (CDC/OCOO/OD) (CTR)

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Mon, 22 Jun 2020 19:17:32 +0000  
**To:** McDaniel, Rebecca (CDC/OD/OADC); Payton IHEME  
**Cc:** Nina Rastogi; Crawford, Carol Y. (CDC/OD/OADC); Nisha Deolalikar  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Hi Becky,

(b)(5)

Thanks,  
Priya

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Monday, June 22, 2020 at 4:44 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton IHEME <payton@fb.com>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good Morning,

(b)(5)

Thanks,

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Tuesday, June 16, 2020 2:51 PM  
**To:** Payton IHEME <payton@fb.com>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Adding Nisha to this thread. She and Nina may have more insight into this particular module.

**From:** Payton IHEME <payton@fb.com>  
**Date:** Tuesday, June 16, 2020 at 11:47 AM



**To:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>, Priya Gangolly <pgangolly@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you Becky,  
Priya and Nina let this group know if there is any additional follow up needed.

Best,

Payton

Sent from my iPhone

On Jun 16, 2020, at 1:18 PM, McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov> wrote:

Hi Payton,

We received the cleared content for contact tracing today. Please let me know if you have any questions about the content below.

### **Help End COVID-19 in Your Community**

- Contact tracing can help identify people exposed to COVID-19 and protect others from getting sick. Helping health departments conduct contact tracing is the first step.
- If you've been sick and you're contacted by local public health staff, answer their phone calls and help them identify where you've been and who may have been exposed to your infection.
- People are not told who may have exposed them, in order to protect your privacy.
- If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others. The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Payton Ihome <payton@fb.com>  
**Sent:** Tuesday, June 2, 2020 2:18 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>; Priya Gangolly <pgangolly@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you ! I will stand by.

Sent from my iPhone

On Jun 2, 2020, at 1:34 PM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)> wrote:

Hi Payton,

(b)(5)

Thanks!  
Preeti

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, June 2, 2020 1:28 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good afternoon,

(b)(5)

Best,

Payton

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Friday, May 29, 2020 at 11:25 AM

**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you and very good to know. I will stand by.

Best,

Payton

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Friday, May 29, 2020 at 10:14 AM  
**To:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Hi Peyton,

(b)(5)

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Wednesday, May 27, 2020 8:57 AM  
**To:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Good Morning Peyton,

Thank you for sharing. I will begin the process on our end this morning.

Thanks,  
Preeti

**PREETI Thapar** | Web Content & User Experience

Northrop Grumman Corporation | Health Protection Solutions

O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, May 26, 2020 7:14 PM

**To:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <fb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Priya Gangolly <pgangolly@fb.com>; Nina Rastogi <ninarastogi@fb.com>

**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel: +1-408-740-7256,,,,336718806#,,#

Good evening CDC team,

In addition to an update on our streamlined process for ongoing updates in the COVID Info Center, we also wanted to get your steer on language for a module on manual contact tracing given the new content and focus by the CDC and on the CDC website.

For discussion tomorrow are possible ways to reflect the CDC content in the COVID Info Center.

\*\*\*

(b)(5)

(b)(5)

On behalf of the team,

Best,

Payton

**Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,336718806#,,#**

Scheduled: Wednesday, May 27, 2020 from 3:00 PM to 3:30 PM

Invitees: bkf0@cdc.gov, evp9@cdc.gov, Crawford, Carol Y. (CDC/OD/OADC), ifb5@cdc.gov, KYU6@cdc.gov, Thapar, Preeti (CDC/OCOO/OD) (CTR)

Sent from my iPhone

**From:** Stanley Onyimba  
**Sent:** Thu, 5 Mar 2020 08:33:10 -0800  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Kunal Khanna; Crawford, Carol Y. (CDC/OD/OADC); Christina (Garcia) Uribe  
**Subject:** Re: Call With Google's Public Health Team

We appreciate your partnership and flexibility, Fred!

On Thu, Mar 5, 2020 at 8:18 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Okay and we completely understand Stanley. We appreciate all that you and the Google team are doing.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, March 5, 2020 11:12 AM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Kunal Khanna <[kunalkhanna@google.com](mailto:kunalkhanna@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Christina (Garcia) Uribe <[clgarcia@google.com](mailto:clgarcia@google.com)>  
**Subject:** Re: Call With Google's Public Health Team

Hi Fred and Carol,

We aligned internally and determined that it is best to cancel today's call and find another time to discuss next steps with the broader Health Search team. I apologize for the inconvenience as plans are evolving daily. That being said, we would like to revisit the KP discussion and I will share additional details by end of week.

Thanks,

Stanley

On Tue, Mar 3, 2020 at 1:51 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Thanks for flagging, Fred.

Hi Kunal- I've added you to my sync with Christina tomorrow to share more on company-wide COVID-19 efforts and coordination across Search, YouTube, The Assistant, Geo, and the Health PA. As Fred mentioned, we are in close contact with the CDC and other Ministries of Health globally to address the COVID-19 public health crisis so it would be great to align internally ahead of Thursday's call.

Best,

Stanley

On Tue, Mar 3, 2020 at 1:23 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Accepted.

Talk to you then

Fred

**From:** Kunal Khanna <[kunalkhanna@google.com](mailto:kunalkhanna@google.com)>

**Sent:** Tuesday, March 3, 2020 4:22 PM

**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Christina (Garcia) Uribe <[clgarcia@google.com](mailto:clgarcia@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Call With Google's Public Health Team

Hi Fred,

Thank you for the quick response. I just sent an invite for a 12:30 pm call on Thursday. Let me know if I should change it to another time?

We've added Stanley to the call as well.

Talk soon,

Kunal

Kunal Khanna | Public Health Lead, Google For Government | [kunalkhanna@google.com](mailto:kunalkhanna@google.com) | 347-899-6208

On Tue, Mar 3, 2020 at 3:37 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Hello Kunal,

I'm including Stanley Onyimba from Google who has been our main POC the past few weeks for all parts Google so that someone there is aware of all the different things going on.

Thursday afternoon EST is pretty open at the moment if there's a time that works for you.

Fred

**From:** Kunal Khanna <[kunalkhanna@google.com](mailto:kunalkhanna@google.com)>

**Sent:** Tuesday, March 3, 2020 3:28 PM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>

**Cc:** Christina (Garcia) Uribe <[clgarcia@google.com](mailto:clgarcia@google.com)>

**Subject:** Call With Google's Public Health Team

Hi Fred and Carol, hope you are well. This is Kunal and Christina here, we're reaching out from Google's Public Health Team. We work with Federal And State Health Departments on all things Prevention and Education based media messaging. At CDC, we work on the Opioid and RX awareness messaging, Act Against Aids, and even with OSH (Office on Smoking and Health) for the CDC Tips initiative.



I know you are working with our Crisis Response Team at Google. We wanted to reach out to provide any help and resources you may need for Coronavirus based prevention messaging. Let us know if you have time this week or next week to connect?

Thanks,

Kunal

Kunal Khanna | Public Health Lead, Google For Government | [kunalkhanna@google.com](mailto:kunalkhanna@google.com) | 347-899-6208

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 12 Mar 2020 10:58:04 +0000  
**To:** Payton Iheme; Layton, Kathleen (CDC/OD/OADC)  
**Subject:** RE: CDC & Facebook News | COVID-19

Great, thanks for the heads up. Appreciate your assistance.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Wednesday, March 11, 2020 10:47 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Subject:** CDC & Facebook News | COVID-19

Hi Carol and Kathleen,

Our teams here and I noticed you have been uploading some very informative videos such as ['What You Need To Know About Handwashing'](#) to your Facebook page. The Facebook News team plans to feature some of these videos in the news section of Facebook. Typically we only curate content from a set of trusted news partners in this environment, but given the seriousness of COVID-19, we felt it necessary to include some of your video content too, along with WHO videos.

The Facebook news team sent me the attached mock-up video of what it might look like. There's no action on your part, I just wanted to keep you in the loop, but please do let me know if you have any questions or concerns.

Best,

Payton

**From:** Yiaway Yeh  
**Sent:** Mon, 16 Mar 2020 11:52:38 -0700  
**To:** Philip Ashlock - QQA;Stanley Onyimba  
**Cc:** Smith, Fred (CDC/OD/OADC);Verma, Rohit (CDC/OD/OADC);Yunyou, Andrea (CDC/OD/OADC);Timothy Lowden - QQA  
**Subject:** Re: CDC & Google Data?

-Stanley Onyimba

Hi Phil - thank you for connecting us. I'm adding in Stanley who leads our Health Partnerships team. I know Stanley and Fred have already been in contact regarding the CDC's particular interest in Google Trends and is the right POC @ Google going forward for this request.

Best,  
Yiaway

On Fri, Mar 13, 2020 at 1:37 PM Philip Ashlock - QQA <[philip.ashlock@gsa.gov](mailto:philip.ashlock@gsa.gov)> wrote:  
Hi Fred,

I've cc'ed Yiaway Yeh from the Google Civics team. We'd been exploring ways to improve the discoverability and accessibility of government information thru search queries by leveraging [schema.org](https://schema.org) terms and structured content. That's probably not relevant to your inquiry but I wanted to provide some context on our recent connection with his team. I believe Yiaway or his colleagues have already been coordinating with some folks at CDC, but I'm not sure whom. I'm also not quite sure if they'll be in a position to help here, but I thought it would be helpful to make the connection.

Hi Yiaway,

Fred is with the CDC's Office of the Associate Director for Communication and had reached out to Tim with some web analytics questions. He then raised the issue I've quoted below. Would anyone at Google be in a position to discuss this with him? I know it was a long time ago, but back in the day there was that [Google.org Flu Trends project](#) that seemed to specialize in detecting relevant search queries that could be used to help predict flu outbreaks so perhaps there are learnings there that would be relevant here.

Best,  
Phil

The biggest questions we have around search at the moment are a lot in the negative spaces. Meaning, what are people searching for and NOT finding us. We're ranking high in the main Google searches on the big terms (coronavirus, covid, etc) But is there a) a content gap out there that we're not meeting or b) bad rumors and information floating around that we should know

about and address.

Google Trends and their dashboards right now mainly show us that we're doing well. We don't need the confirmation, we need to know where we're failing so we can decide what, if anything, to do about it.

If you guys can help with that, it would be awesome.

On Fri, Mar 13, 2020 at 4:24 PM Timothy Lowden - QQA <[timothy.lowdcn@gsa.gov](mailto:timothy.lowdcn@gsa.gov)> wrote:  
Hi Fred:

I have cc'd my supervisor, Phil Ashlock, who has been working closely with the Google Civics team recently. He may have a contact who can help you answer the questions you have regarding gaps in Google searches.

Best,

--

**Tim Lowden**  
Program Manager  
Digital Analytics Program (DAP)  
Technology Transformation Services  
U.S. General Services Administration

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Philip Ashlock  
Director, Data & Analytics Portfolio  
GSA Technology Transformation Services

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Yiaway Yeh | Global Product Partnerships - Civics & Elections | [ayyeh@google.com](mailto:ayyeh@google.com) | 415-341-3472

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thu, 5 Mar 2020 20:20:02 +0000  
**To:** Simon Rogers;Stanley Onyimba  
**Cc:** Niv Efron;Megan Ryskamp;Yiaway Yeh;Crawford, Carol Y. (CDC/OD/OADC);Yossi Matias  
**Subject:** RE: CDC & Google Trends Request

Thanks. You can have them sent to me.

And I'm very familiar with Trends and have looked at this dashboard. Good stuff. Thanks.

But what we're trying to get at are the things that aren't on that report and may be too far down the popularity list to find with any regularity. For example, a few days ago either the phrase something like "weed kills coronavirus" was there briefly. And the search was primarily from California, suggesting that there was some sort of rumor or misinformation going around about a fake link between COVID protection and marijuana. If folks are still searching for this on low levels and it starts to spread geographically, then it may be something that we to address in some manner.

That's an example of trying to see beyond the popular to stop bad behaviors before they spread.

The questions we have are the harder ones. Not "what's there", but "what's not there, but important?"

Do you work on these deeper questions? Any interest in looking into such things?

Fred

**From:** Simon Rogers <simonrogers@google.com>  
**Sent:** Thursday, March 5, 2020 1:57 PM  
**To:** Stanley Onyimba <sonyimba@google.com>  
**Cc:** Niv Efron <niv@google.com>; Megan Ryskamp <mryskamp@google.com>; Yiaway Yeh <ayyeh@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Yossi Matias <yossi@google.com>  
**Subject:** Re: CDC & Google Trends Request

Dear Fred and Carol - below is the text from the most recent newsletter. Please let me know if you want to receive these on a more regular basis (approx two/three times a week at the moment):

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## Page of realtime Trends data around Coronavirus >>

Embeddable charts and visualizations

Scroll down to find:

- Top Trends
- Top countries searching
- Worldwide searches
- US searches

If you have a more bespoke query or want to work with us on a data project, just email me at [newsabltrends@google.com](mailto:newsabltrends@google.com).

Follow us on Twitter [@GoogleTrends](https://twitter.com/GoogleTrends) for realtime Trends and more.

Simon Rogers  
Data Editor, Google News Lab  
[@smfrogers](https://twitter.com/smfrogers)

**PS. What is Google Trends data?** You can [find out more here](#), or just get in touch.

### Top trends

- "[Hand sanitizer shortage](#)" spiked over +4,300% over the week US
- "[Coronavirus cleaning advice](#)" spiked over +1,400% over the week US
- "[Coronavirus death rate by age](#)" spiked over +1,800% over the week US
- "[Why are people stockpiling](#)" spiked over +3,250% over the week Worldwide
- "[Wuhan handshake](#)" spiked over +3,500% over the week Worldwide.

### Search interest in maps

Top countries searching for [Coronavirus](#), past week Worldwide



Top regions searching for [Coronavirus](#), past week US

Interest by subregion

Subregion ▾ ↓ ↻ ↺ ↻ ↺



- 1 Washington
- 2 Oregon
- 3 Rhode Island
- 4 District of Columbia
- 5 Hawaii

## Coronavirus in Search, Worldwide

### Trending questions on Coronavirus, past week Worldwide

1. How long can coronavirus live on surfaces?
2. Where did the coronavirus start from?
3. Where is the coronavirus right now?
4. How many people died from the coronavirus in the US?
5. How many cases of coronavirus are there worldwide?

### Trending Coronavirus related searches, past week Worldwide

1. Stade 3 coronavirus (French language query)
2. Coronavirus Morbihan
3. Coronavirus Tampa
4. Coronavirus Delhi
5. Coronavirus Seattle

## Coronavirus in Search, US

### Trending questions on Coronavirus, past week US

1. Where in Florida is the coronavirus?
2. How many people have the coronavirus now?
3. How long does coronavirus stay on surfaces?
4. Where is the coronavirus in the world?
5. How many cases of coronavirus are in Florida?

### Trending Coronavirus related searches, past week US

1. Washington State COVID-19
2. Coronavirus update live map
3. Coronavirus Rhode Island
4. Coronavirus Manhattan
5. Coronavirus Tampa

### Most searched "How does coronavirus impact...", past week US

1. Stock market
2. Children
3. The economy
4. Mortgage rates
5. Pregnancy

---

Simon Rogers | Data Editor, News Lab at Google | [@smfrogers](#) | +1 415 549 6061

On Thu, 5 Mar 2020 at 09:23, Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Fred and Carol,

This page ([https://trends.google.com/trends/story/US\\_cu\\_4Rjdh3ABAABMHM\\_en](https://trends.google.com/trends/story/US_cu_4Rjdh3ABAABMHM_en)) is live now and on the front of [trends.google.com](https://trends.google.com) and includes an overview of COVID-19 to trends and top questions.

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Embeddable charts and visualizations

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- US searches

If you have a more bespoke query or want to work with us on a data project, just email me at [newsabttrends@google.com](mailto:newsabttrends@google.com).

Follow us on Twitter [@GoogleTrends](https://twitter.com/GoogleTrends) for realtime Trends and more.

Simon Rogers  
Data Editor, Google News Lab  
[@smfrogers](https://twitter.com/smfrogers)

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Top countries searching for [Coronavirus](#), past week Worldwide



Top regions searching for [Coronavirus](#), past week US

Interest by subregion

Subregion ▾ ↓ ↻ ↺



- 1 Washington
- 2 Oregon
- 3 Rhode Island
- 4 District of Columbia
- 5 Hawaii

Coronavirus in Search, Worldwide

### Trending questions on Coronavirus, past week Worldwide

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Coronavirus in Search, US

### Trending questions on Coronavirus, past week US

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2. How many people have the coronavirus now?

3. How long does coronavirus stay on surfaces?
4. Where is the coronavirus in the world?
5. How many cases of coronavirus are in Florida?

Trending Coronavirus related searches, past week US

1. Washington State COVID-19
2. Coronavirus update live map
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Most searched "How does coronavirus impact...", past week US

1. Stock market
2. Children
3. The economy
4. Mortgage rates
5. Pregnancy

On Fri, Feb 28, 2020 at 12:52 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Simon and Niv,

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I thought it would be helpful to connect Fred and Carol from the CDC Digital Media team (cc'd) directly with you all to explore how to draw insights from our web tools. Would you be open to a call with the CDC next week or have recommendations on how to find COVID-19 insights?

Thanks,  
Stanley

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Simon Rogers  
**Sent:** Thu, 5 Mar 2020 10:56:44 -0800  
**To:** Stanley Onyimba  
**Cc:** Niv Efron; Megan Ryskamp; Yiaway Yeh; Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Yossi Matias  
**Subject:** Re: CDC & Google Trends Request

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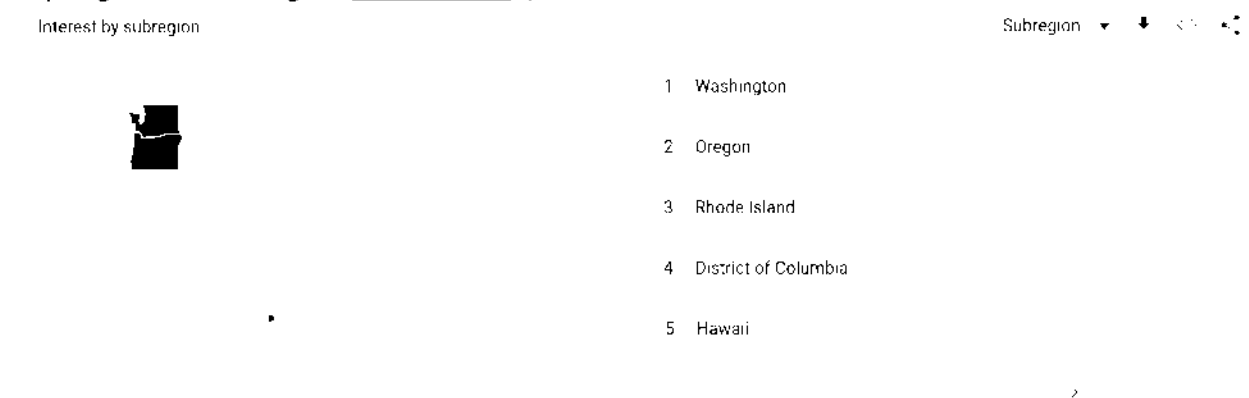
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## Search interest in maps

### Top countries searching for Coronavirus, past week Worldwide



### Top regions searching for Coronavirus, past week US



## Coronavirus in Search, Worldwide

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Simon Rogers | Data Editor, News Lab at Google | [@smfrogers](#) | +1 415 549 6061

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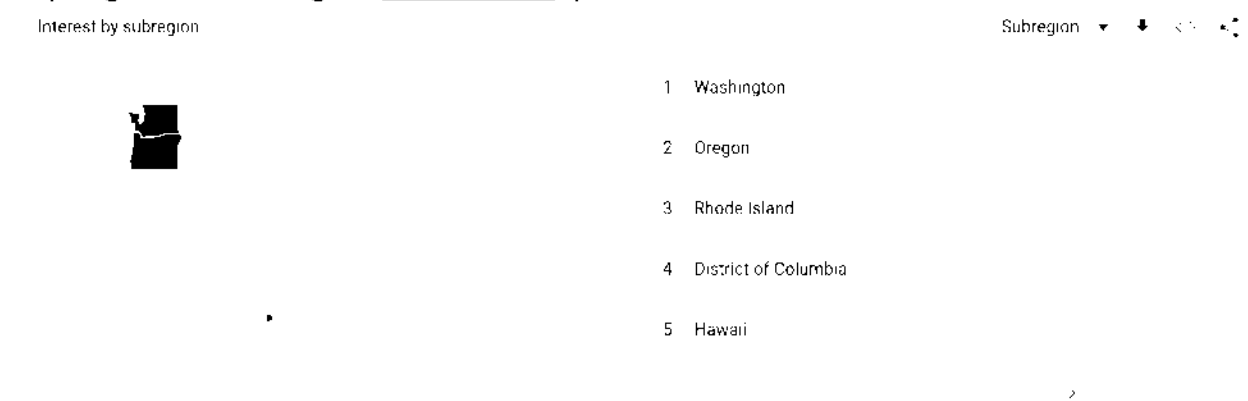
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### Top regions searching for Coronavirus, past week US



Coronavirus in Search, Worldwide

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Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Matt Ross  
**Sent:** Wed, 8 Apr 2020 03:02:22 +0000  
**To:** Mann, Steve (CDC/OD/OADC)  
**Cc:** Layton, Kathleen (CDC/OD/OADC);Allison Larson;Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: CDC & LinkedIn Live

Got it, thanks Steve. They are not a partner of LinkedIn Live, but we can ask our team about the option to work with them.

I'd ask first if you could review the partners we do work with and see which, if any, fit the specs necessary for the CDC. If none do then we can investigate the option to use Elemental.

Knowing you all have a lot of demands on your list at the moment, please keep us posted as to any timelines you have in mind for utilizing LinkedIn Live. We're happy to hustle and try to meet any dates you have in mind if you keep us informed.

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossde/>

**From:** "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>  
**Date:** Tuesday, April 7, 2020 at 4:35 PM  
**To:** Matt Ross <maross@linkedin.com>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, Allison Larson <alarson@linkedin.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: CDC & LinkedIn Live

Matt,

Our broadcast team uses a tool called elemental for Facebook Live and webcasts.

**From:** Matt Ross <maross@linkedin.com>  
**Sent:** Monday, April 06, 2020 4:05 PM  
**To:** Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Allison Larson <alarson@linkedin.com>;

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

**Subject:** Re: CDC & LinkedIn Live

Hi Steve,

One more follow up, who in particular you have used for Facebook live? 4 partners I see that both FB and LinkedIn use are EasyLive, Switcher Studio, Wirecast, and Wowza.

We'd very much look forward to helping the CDC message to your substantial following on LinkedIn. Please let us know how we can help.

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossde/>

**From:** Allison Larson <alarson@linkedin.com>

**Date:** Monday, April 6, 2020 at 3:55 PM

**To:** "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>, Matt Ross <maross@linkedin.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>

**Subject:** RE: CDC & LinkedIn Live

Hi Steve,

We have a list here of the different broadcasting tools we work with.

It gives a breakdown of what type of support level and pricing you can expect. Looks like there are a few on the list that don't require a software set up.

Best,  
Allison

**From:** Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>

**Sent:** Friday, April 3, 2020 5:18 PM

**To:** Matt Ross <maross@linkedin.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Allison Larson <alarson@linkedin.com>

**Subject:** RE: CDC & LinkedIn Live

Hey Matt,

We have run into a couple of hurdles with the third party software tools.

1. We can't download any software so it would have to be web based.
2. It can't be a replacement for our existing broadcasting software/ set up.

We need something our broadcast team can send a video feed to from our studio similar to how we stream Facebook Live. Any ideas or insights you may have would be appreciated.

If you would like to set up a call sometime next week to brainstorm possible options I am available.

Steve Mann  
Health Communications Specialist  
Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director of Communications  
Centers for Disease Control and Prevention  
Office: 404-639-1702  
Moblie: 470-424-0620

**From:** Matt Ross <maross@linkedin.com>

**Sent:** Friday, April 03, 2020 4:09 PM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Allison Larson <alarson@linkedin.com>

**Subject:** Re: CDC & LinkedIn Live

Hi Jay, I can imagine that the time of your entire Public Affairs team has been stretched thin, so absolutely understand. I'd be happy to connect on a call next week if you'd like to talk about use-cases for the CDC.

Hi Steve, If you want to let me know any specifics around issues/problems you've encountered please feel free and I can investigate.

I hope you all are able to get some rest you all no doubt deserve this weekend!

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



maross@linkedin.com

<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Thursday, April 2, 2020 at 7:55 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>, Allison Larson <[alarson@linkedin.com](mailto:alarson@linkedin.com)>  
**Subject:** RE: CDC & LinkedIn Live

Hi Matt- We did receive notification of approval to access LinkedIn Live. Unfortunately, we haven't had the time to devote to exploring it as we are all heavily involved in the COVID-19 response. It also seems like we may have a software access issue on our end. Perhaps you can discuss with Steve Mann from our team, CC'd here? While we haven't had the time to properly explore the Live option, it could potentially be a powerful tool for COVID-19 response, so I definitely want to see how we can make use of it.

Greatly appreciate your follow-up and please excuse us for not confirming earlier.

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

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**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Thursday, April 2, 2020 10:08 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>; Allison Larson <[alarson@linkedin.com](mailto:alarson@linkedin.com)>  
**Subject:** Re: CDC & LinkedIn Live

Hi Jay,

Did you receive notification of the CDC being approved for LinkedIn Live (from the attached application)? If not, I'd like to help move through expedited if you feel the internal resources & desire to leverage it with messaging exist?

LinkedIn Live could be an invaluable resource to reaching both Business Owners and Employees with timely messaging and, perhaps equally important, giving them a platform to engage and ask questions in real time.

Please let me know how I can help.

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossde/>

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Date:** Wednesday, February 19, 2020 at 12:50 PM  
**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** Re: CDC & LinkedIn Live

Hi team,

Here are some updates on LinkedIn Live:

Approval timelines are currently taking 2-3 weeks

Approval criteria is:

- +1K followers
- Shows record of original, human-based video content
- Has created video in the last 1-2 months
- Shows record of at least monthly native video content

I hope this is helpful for setting expectations.

Thanks,  
Matt

**Matt Ross**



LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, February 18, 2020 at 7:57 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** RE: CDC & LinkedIn Live

Thanks Matt- My application confirmation email is attached.

Also for awareness, next week I'll be out of the office until mid-March. Should you need anything during that time, Kathleen Layton can assist you.

Best-  
Jay

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Tuesday, February 18, 2020 7:38 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** Re: CDC & LinkedIn Live

Wonderful to be in touch with everyone!

Jay, When you receive the response saying your application was received please forward it to me. It should reference a "case #", and may be sent to the email associated with your member profile (which is often a personal email).

Thanks all,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, February 18, 2020 at 7:20 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** RE: CDC & LinkedIn Live

Matt- Thanks for the follow-up! I've submitted another application and listed my colleagues CC'd here as alternate channel managers.


We'll take a look at the broadcasting specs you included.

Thanks again for your help & I'll look forward to hearing back from you!

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

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**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Tuesday, February 18, 2020 5:23 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** Re: CDC & LinkedIn Live

Hi Jay,

Great to be in touch with you and happy to hear about the interest the CDC has in using linked in life. I'm sorry that it sounds like your first application wasn't processed appropriately. There has been a lot of demand for it even though technically it is still in a beta testing mode. The product team has put a large effort into scaling the resources needed for new companies to participate. Below are two links, the first one includes an application. Please submit another, you'll receive confirmation that your case was received, and I can ask for it to be prioritized internally.

Once (hopefully) approved we can reconnect on a strategy to broadcasting live, if that's of interest. I'd love to be a resource where you find it helpful.

Getting started with LinkedIn Live (inc application): <https://business.linkedin.com/marketing-solutions/linkedin-live/getting-started>

Broadcasting specs: <https://www.linkedin.com/help/linkedin/answer/100225/broadcasting-live-videos-on-linkedin?lang=en>

Best,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossde/>

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

**Date:** Tuesday, February 18, 2020 at 4:54 PM

**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>

**Subject:** CDC & LinkedIn Live

Hi Matt- Writing to introduce myself and ask a question. I'm the social media lead at CDC. A few months ago, we requested access to using the LinkedIn Live feature from the CDC profile, but haven't heard back. We'd like to start planning for a LinkedIn Live event in June and are hoping we can might be able to get access to that feature.

Thanks for any help you can provide.

Best-

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

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**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Thu, 23 Apr 2020 18:41:49 +0000  
**To:** Airtou Kamdem;Annie Lewis;Payton Ithem;Darcey Kane Geary  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Questions: CDC Reusing Creative for Ads  
**Attachments:** 20\_315986-A\_McDaniel\_COVID-19\_Animations\_01\_02\_1080x1080.mp4

Hey Facebook team,

Happy Thursday! I hope you all are staying safe and healthy.

Two questions for you all.

- One is related to CDC (b)(5)  
(b)(5)
- Also, we have updated (b)(5)  
(b)(5)  
(b)(5)

Please let me know if you have any questions or concerns. Happy to chat if it would help.

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
MBallman@cdc.gov  
Telework Days: Monday through Friday

**From:** Payton Ihome  
**Sent:** Thu, 26 Mar 2020 23:30:17 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: 11 Million clicks to CDC

No problem.  
I was pretty shocked to see those numbers to be honest!!  
It's a big deal and I have been here for a while.

On 3/26/20, 7:28 PM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl@cdc.gov> wrote:

That's amazing. Thank you so much for sharing the data!!  
I'll pass it on.

-----Original Message-----

From: Payton Ihome <payton@fb.com>  
Sent: Thursday, March 26, 2020 6:25 PM  
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
Subject: 11 Million clicks to CDC

Hi Carol,

I wanted to share the success of the quick promotions(QPs). Over 11M people clicked on the Facebook and Instagram coronavirus promotions driving traffic to the CDC. On average, over 200K people clicked on the promotion daily.

Data inclusive of clicks from 2/6/20 through 3/22/20.

Best,  
Payton

Sent from my iPhone

**From:** Payton Iheme  
**Sent:** Tue, 11 Aug 2020 15:47:01 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Acceptance of In-Kind Services

You bet!!!!

Yes...6 months.....I mean ....just poof and gone!  
: 0

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Tuesday, August 11, 2020 at 11:42 AM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** RE: Acceptance of In-Kind Services

I cannot really believe it has been nearly 6 months! Crazy. Thanks for the kind words and "back at you". ☺

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Tuesday, August 11, 2020 11:28 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Acceptance of In-Kind Services

Hi Carol!

So good to hear. It has been some year....!!!!  
I am so glad you are in the position you are in. You have been such a benefit for your organization and our partnership.  
I do appreciate being able to work with you all these months!

Can you believe it...months at this point!

Oh my. Let's hope this gets under control in the next few months...

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Monday, August 10, 2020 at 10:39 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** FW: Acceptance of In-Kind Services

This completes the approval process here at CDC. Sincere thanks to you and Facebook for continuing to support our COVID communication efforts. These ad credits significantly enhance our ability to get out

credible COVID health information. I am very grateful for all the support from Facebook and from you personally.

Thank you!

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

**From:** Berger, Sherri (CDC/OCOO/OD) <[sob8@cdc.gov](mailto:sob8@cdc.gov)>

**Sent:** Monday, August 10, 2020 1:27 PM

**To:** [payton@fb.com](mailto:payton@fb.com)

**Cc:** Romanik, Nikki Jo (CDC/OD/OCS) <[kon6@cdc.gov](mailto:kon6@cdc.gov)>; Parikh, Sapana (CDC/OD/OCS) <[eu8@cdc.gov](mailto:eu8@cdc.gov)>; Ford, Kenya S. (CDC/OCOO/OGC) <[kdf6@cdc.gov](mailto:kdf6@cdc.gov)>; Abramsohn, Erin M. (CDC/OD/OADPS) <[ivw6@cdc.gov](mailto:ivw6@cdc.gov)>; Zollicoffer, Shonia (CDC/DDPHSIS/OMHHE/OWH) <[gvz5@cdc.gov](mailto:gvz5@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hillard, Christina (CDC/DDNID/NCBDDD/DHDD) <[vns3@cdc.gov](mailto:vns3@cdc.gov)>; CDC IMS 2019 NCOV Response Policy Partnerships <[eocevent337@cdc.gov](mailto:eocevent337@cdc.gov)>

**Subject:** Acceptance of In-Kind Services

On behalf of the Centers for Disease Control and Prevention (CDC) and by the authority delegated to me through Section 231 of the Public Health Service Act (42 U.S.C. Section 238), as amended, thank you for Facebook's non-monetary gift of advertising credits, with an estimated value of \$1,000,000. This gift will be used by CDC's COVID-19 response to distribute scientifically accurate data, guidance, and risk communication information on COVID-19 to a broader audience.

**Sherri A. Berger, MSPH**  
Chief Operating Officer

**From:** Berger, Sherri (CDC/OCOO/OD)  
**Sent:** Sat, 14 Mar 2020 01:14:11 +0000  
**To:** Jernigan, Daniel B. (CDC/DDID/NCIRD/ID);payton@fb.com  
**Cc:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP);Heldman, Amy B. (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);Layton, Kathleen (CDC/OD/OADC);CDC IMS 2019 NCOV Response Policy Partnerships;Romanik, Nikki Jo (CDC/OD/OCS);Ford, Kenya S. (CDC/OCOO/OGC)  
**Subject:** Re: Acknowledgement of Non-Monetary Gift

On behalf of the Centers for Disease Control and Prevention (CDC) and by the authority delegated to me through Section 231 of the Public Health Service Act (42 U.S.C. Section 238), as amended, thank you for Facebook's non-monetary gift of advertising credits with an estimated value of \$2,000,000. The gift will be used by CDC's COVID-19 response to support dissemination of critical public health messaging. Thank you!

**From:** Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <dbj0@cdc.gov>  
**Sent:** Friday, March 13, 2020 9:12 PM  
**To:** payton@fb.com; Berger, Sherri (CDC/OCOO/OD)  
**Cc:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP); Heldman, Amy B. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); CDC IMS 2019 NCOV Response Policy Partnerships; Romanik, Nikki Jo (CDC/OD/OCS); Ford, Kenya S. (CDC/OCOO/OGC)  
**Subject:** Re: Acknowledgement of Non-Monetary Gift

Friends, I may have sent send to soon. Please ignore my prior email. Will defer to Sherri Berger for correct process. Sorry for mis-communication.  
Dan

Daniel B. Jernigan, MD MPH  
Novel Coronavirus Response,  
Director, Influenza Division, NCIRD, CDC  
**From:** Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <dbj0@cdc.gov>  
**Sent:** Friday, March 13, 2020, 8:19 PM  
**To:** payton@fb.com  
**Cc:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP); Heldman, Amy B. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); CDC IMS 2019 NCOV Response Policy Partnerships; Romanik, Nikki Jo (CDC/OD/OCS); Ford, Kenya S. (CDC/OCOO/OGC)  
**Subject:** Acknowledgement of Non-Monetary Gift

On behalf of the Centers for Disease Control and Prevention (CDC) and by the authority delegated to me through Section 231 of the Public Health Service Act (42 U.S.C. Section 238), as amended, thank you for Facebook's non-monetary gift of advertising credits with an estimated value of \$2,000,000. The gift will be used by CDC's COVID-19 response to support dissemination of critical public health messaging.  
Thanks  
Dan.



Daniel B. Jernigan, MD MPH  
Director, Influenza Division  
Captain, USPHS (RET)  
National Center for Immunization and Respiratory Diseases  
Centers for Disease Control and Prevention  
1600 Clifton Rd NE, Atlanta, GA 30329  
Phone 404-639-2621, Cell 404-375-7508  
[djernigan@cdc.gov](mailto:djernigan@cdc.gov), [www.cdc.gov/flu](http://www.cdc.gov/flu)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sat, 14 Mar 2020 14:36:56 +0000  
**To:** Payton Iheme  
**Subject:** RE: Acknowledgement of Non-Monetary Gift

I guess the idea of redoing something we've posted as an example wasn't viable on your end?  
A example will help me here.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Saturday, March 14, 2020 10:32 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Acknowledgement of Non-Monetary Gift

And will you all take the offer of the creative team to help make new or more content for you? We also outsource our creative so no worries there. These are separate entities you work with directly. We aren't in the middle ave they can help you develop campaigns abs marketing. I feel you need more content as the issue deepens and because you have so much in ad spend to use. We did these in many regions including Canada. Let me know. Everyone is standing by to help.

Best,

Payton

Sent from my iPhone

On Mar 13, 2020, at 8:54 PM, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)> wrote:

Absolutely.  
It's been so great to get to work with you too! Yes, you can use. I'll have the ads team follow up.

Best,

Payton

Sent from my iPhone

On Mar 13, 2020, at 8:50 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Thank you so very much Payton – we have the coupons still, I'm guessing we can start to use it?

You and Facebook have been amazing to work with.

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Friday, March 13, 2020 8:42 PM

**To:** Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)>

**Cc:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <[lli0@cdc.gov](mailto:lli0@cdc.gov)>; Heldman, Amy B. (CDC/OD/OADC) <[evd4@cdc.gov](mailto:evd4@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; CDC IMS 2019 NCOV Response Policy Partnerships <[eocevent337@cdc.gov](mailto:eocevent337@cdc.gov)>; Romanik, Nikki Jo (CDC/OD/OCS) <[kon6@cdc.gov](mailto:kon6@cdc.gov)>; Ford, Kenya S. (CDC/OCOO/OGC) <[kdf6@cdc.gov](mailto:kdf6@cdc.gov)>

**Subject:** Re: Acknowledgement of Non-Monetary Gift

Great news!

We will follow up with the ads management team.

Best,

Payton

Sent from my iPhone

On Mar 13, 2020, at 8:19 PM, Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)> wrote:

On behalf of the Centers for Disease Control and Prevention (CDC) and by the authority delegated to me through Section 231 of the Public Health Service Act (42 U.S.C. Section 238), as amended, thank you for Facebook's non-monetary gift of advertising credits with an estimated value of \$2,000,000. The gift will be used by CDC's COVID-19 response to support dissemination of critical public health messaging.

Thanks

Dan.

Daniel B. Jernigan, MD MPH  
Director, Influenza Division  
Captain, USPHS (RET)  
National Center for Immunization and Respiratory Diseases  
Centers for Disease Control and Prevention  
1600 Clifton Rd NE, Atlanta, GA 30329  
Phone 404-639-2621, Cell 404-375-7508  
[djernigan@cdc.gov](mailto:djernigan@cdc.gov), [www.cdc.gov/flu](http://www.cdc.gov/flu)

**From:** Malik Ducard  
**Sent:** Sat, 14 Mar 2020 16:19:02 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Lansdale, Ashley (CDC/OD/OADC) (CTR)  
**Subject:** Re: Action Plan for CDC Expert + Large Influencers Interviews

Thanks, Carol! I can only imagine how crazy it must be now. Thanks for ping and no worries at all about the delay.

(b)(5)

On Sat, Mar 14, 2020 at 1:33 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Awesome...thank you for the update!

I'm so sorry for my delay, we had to do a 24 hour re-haul of the website and we've been heads down. I haven't even talked to anyone. Let me get back to you.

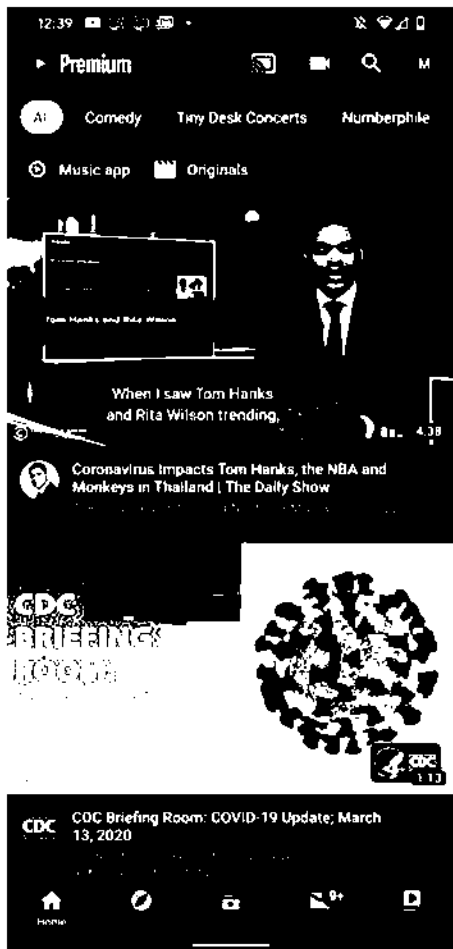
**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Saturday, March 14, 2020 3:56 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Subject:** Re: Action Plan for CDC Expert + Large Influencers Interviews

Hi Carol: Hope you're well and hopefully getting some rest this weekend!

- We are now live on the home page of YT with the briefing report.
- We also tweeted it out yesterday to YT's 72M subscribers - video is embedded in our tweet and we also link to the video on the CDC YT channel
- We also programmed the 2 evergreen videos to the YT spotlight channel

(Screenshots below)

(b)(5)



11:11

Tweets & replies

Media

Likes



**YouTube** @YouTube · 10h

Did you know [@CDCgov](#) is on YouTube? Here's today's briefing, and you can visit their channel for updates and information on preventing COVID-19, 10 things you can do if you suspect you're sick and more:

[https://www.youtube.com/watch?v=...](#)



YouTube

11:40



Nate Boyer's Story: From Green Beret to Starting Linup

Expert Tips on COVID-19 Best Practices



10 Reasons Why You SHOULDN'T Manage COVID-19 at Home

How to protect yourself against COVID-19



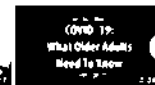
Why is it recommended to avoid close contact with



WHO: How to handwash? Wash soap and water



Can masks protect against the new coronavirus



COVID-19: What Older Adults Need to Know

On Fri, Mar 13, 2020 at 11:19 AM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Hi Carol,

Thanks again for the call yesterday. (b)(5)

(b)(5)

(b)(5)

- Phil DeFranco, subscribers: 6.39M
- Fine Brothers Entertainment, subscribers: 20M
- Dr. Mike, subscribers: 5.23M
- Lilly Singh, subscribers: 14.9M

(b)(5)

Thanks very much! Happy to hop on the phone to chat live.  
-Malik

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 17 Mar 2020 16:08:32 +0000  
**To:** mducard@google.com  
**Cc:** Toro, Ana (CDC/OD/OADC)  
**Subject:** RE: Action Plan for CDC Expert + Large Influencers Interviews

Malik – I'm copying in Ana who is a senior press officer is will be sorting out next steps on this for us. We are still hopeful we can do it. She'll be in-touch.

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Tuesday, March 17, 2020 12:06 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Action Plan for CDC Expert + Large Influencers Interviews

Hi Carol - hope you're doing well. Just checking in to see how this was looking. Thanks!

On Sun, Mar 15, 2020 at 6:57 PM Malik Ducard <mducard@google.com> wrote:  
Thanks and understood! All the best -M

On Sun, Mar 15, 2020 at 6:10 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

I don't need to chat - I understand it (b)(5)

(b)(5)

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Sunday, March 15, 2020 7:34:57 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Action Plan for CDC Expert + Large Influencers Interviews

btw - happy to chat live if helpful too! [424.260.3777](tel:424.260.3777).

On Sun, Mar 15, 2020 at 11:54 AM Malik Ducard <mducard@google.com> wrote:

(b)(5)

On Sun, Mar 15, 2020 at 10:59 AM Malik Ducard <mducard@google.com> wrote:  
Thanks Carol! Much appreciated and I put answers to your questions below. Best -M

*However, do you think you could facilitate some channels that reach older adults too?*

We are seeing what large channels could be a match here - will circle back with you. Also fyi - we were thinking that in one of the interviews with the large creators in the list we sent, we



would ask them to deep dive into the topic of older adults (perhaps through the personal lens of 'my parents and grandparents')

***Also, can you clarify, will their be video of the SME? I can't say for sure from below but is the video conference captured and put with the creator on YouTube or is this more of an interview where they will then deliver the content on their own (either is ok on my end)?***

The video will essentially be a Google Hangout or Skype -type set-up where the creator would have an interview conversation over video conference, edit it into a piece, and then post it to his/her channel. This would be done 3-4 times across the different creators. So to be specific, the SME (I presume that's the acronym for the expert :) would be on the posted video - all very similar to TV broadcast interviews.

***Also are these influencers people you know are interested in getting out credible info on this topic? Clearly this type of content will be different for their channels.***

Very much yes. These influencers care deeply, are receiving lots of questions from their communities, and their communities look to them for input, answers and guidance. They are this generation's trusted personalities and sources of media. They are like TV networks in and of themselves - both from a size and amplified voice standpoint.

I will quickly see if we can find someone who speaks to older audiences for the mix.

Can we begin engaging with the current list of creators to start securing, scheduling and getting them ready potentially for Tuesday?

Thanks!

On Sun, Mar 15, 2020 at 6:48 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

that reach older adults too? We are working with AARP so that doesn't need to be done...but maybe some others.

Also, can you clarify, will their be video of the SME? I can't say for sure from below but is the video conference captured and put with the creator on YouTube or is this more of an interview where they will then deliver the content on their own (either is ok on my end)? Also are these

influencers people you know are interested in getting out credible info on this topic? Clearly this type of content will be different for their channels.

I love this idea.

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Saturday, March 14, 2020 3:56 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Subject:** Re: Action Plan for CDC Expert + Large Influencers Interviews

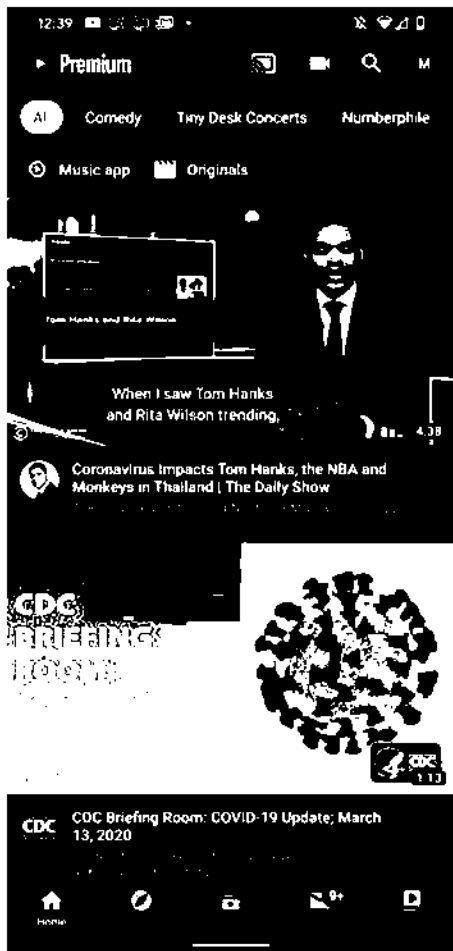
Hi Carol: Hope you're well and hopefully getting some rest this weekend!

- We are now live on the home page of YT with the briefing report.
- We also tweeted it out yesterday to YT's 72M subscribers - video is embedded in our tweet and we also link to the video on the CDC YT channel
- We also programmed the 2 evergreen videos to the YT spotlight channel

(Screenshots below)

(b)(5)





11:11 AM

Tweets & replies

Media

Likes



**YouTube** @YouTube · 10h

Did you know [@CDCgov](#) is on YouTube? Here's today's briefing, and you can visit their channel for updates and information on preventing COVID-19, 10 things you can do if you suspect you're sick and more:

[https://www.youtube.com/watch?v=...](#)



**YouTube** @YouTube · 10h

10:42



**Nate Boyer's Story: From Green Beret to Starting Cleanup**

**Expert Tips on COVID-19 Best Practices**



10 Things You Can Do to Manage COVID-19 at Home

How to protect yourself against COVID-19

Why is it recommended to avoid close contact with

Why: How to handwash with soap and water

Can masks protect against the new coronavirus

COVID-19: What Older Adults Need to Know

On Fri, Mar 13, 2020 at 11:19 AM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Hi Carol,

Thanks again for the call yesterday. (b)(5)

(b)(5)

Proposal:

(b)(5)

- Phil DeFranco, subscribers: 6.39M
- Fine Brothers Entertainment, subscribers: 20M
- Dr. Mike, subscribers: 5.23M
- Lilly Singh, subscribers: 14.9M

(b)(5)

Thanks very much! Happy to hop on the phone to chat live.  
-Malik

**From:** Payton Iheme  
**Sent:** Wed, 1 Apr 2020 15:14:18 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Actually, we need this solved. FW: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** Trademark License.pdf

Hi Carol,

Try the attached pdf instead. If that doesn't work I'll contact the legal admin who actually created the PDF.

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Wednesday, April 1, 2020 at 10:52 AM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** Actually, we need this solved. FW: CDC brief on ways to reach high-risk and frequent travelers

Its not letting us print. I even tried to just create another PDF and its not working. Thoughts?

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wednesday, April 1, 2020 10:09 AM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** RE: Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers

We are finding that the way it was signed, our signer can't sign as it says its fully locked. I don't know if your signer can sign again without locking the full document?

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Wednesday, April 1, 2020 9:49 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers

Hi Carol,

Here is the signed document for you.

Best,

Payton

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Monday, March 30, 2020 at 1:32 PM  
**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers

You saw this right?

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Monday, March 30, 2020 8:42 AM  
**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)>  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

Payton – here is our logo licensing agreement, can you see if it works on your end and get it signed if so?

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Sunday, March 29, 2020 6:48 PM  
**To:** Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <[uvt8@cdc.gov](mailto:uvt8@cdc.gov)>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <[pwi3@cdc.gov](mailto:pwi3@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Good evening,  
Do let us know if you need anything else in order to answer the questions Kevin needed feedback on.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 6:05 PM, Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)> wrote:

(b)(5)

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Friday, March 27, 2020 at 3:01 PM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)>  
**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <[uvt8@cdc.gov](mailto:uvt8@cdc.gov)>, "Seman, Caroline

(CDC/DDID/NCEZID/DVBD)" <pwi3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Adding in Kevin to help with details.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 5:54 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

Got it on the rest.

CDC team – I'll check on logo issues. And we can all discuss next steps once we see the outline.

**From:** Payton Itheme <payton@fb.com>

**Sent:** Friday, March 27, 2020 5:38 PM

**To:** Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

(b)(5)

Below is what we need early by Monday from the CDC to launch:

(b)(5)

Best,



Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>

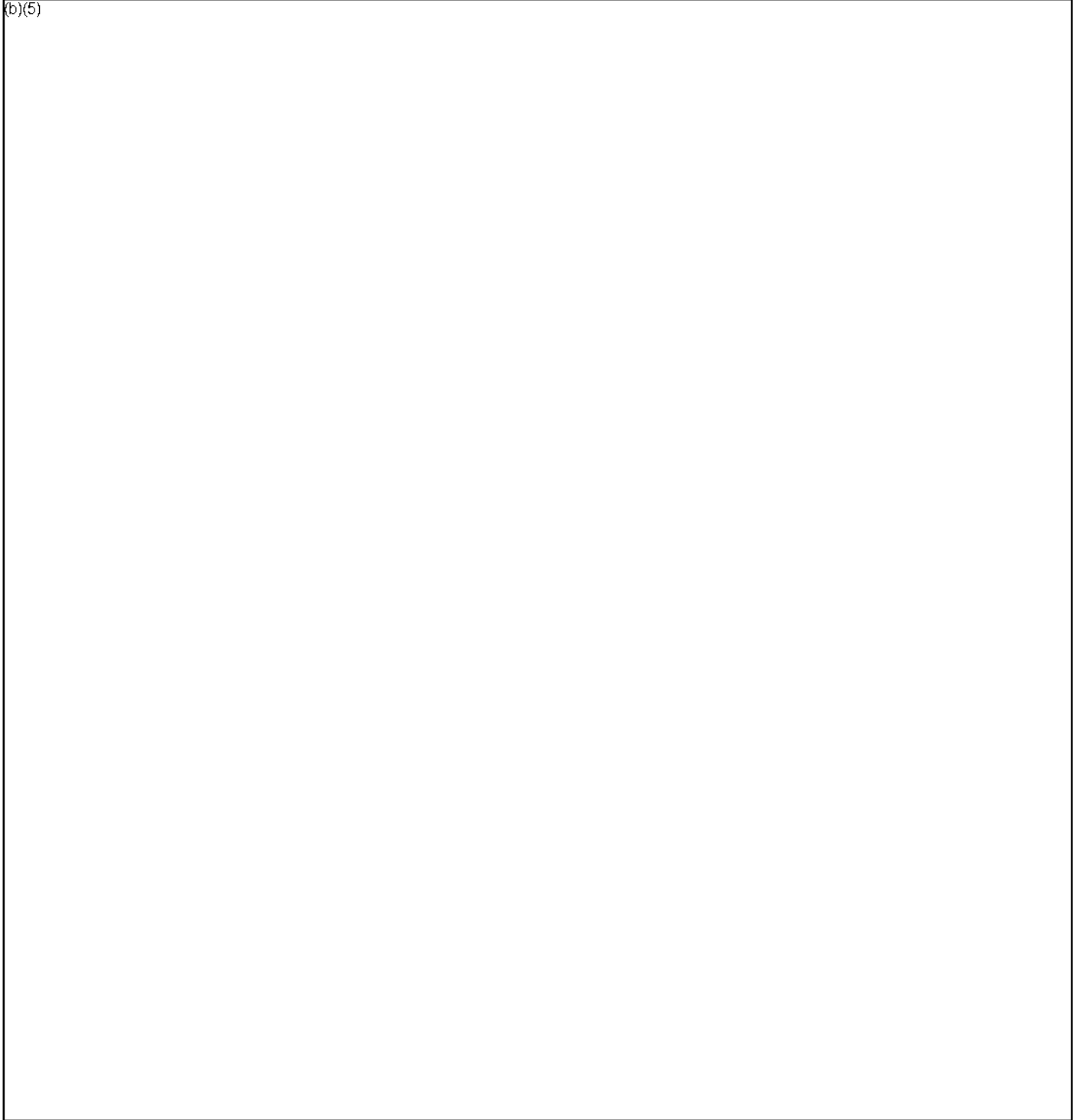
<Copy of (CDC) COVID-19 SLU Outlines.pdf>

**Centers for Disease Control and Prevention/CDC  
Trademark License Agreement—Non-Exclusive**

**Trademark License Number:**

~~Licensee: Facebook, Inc.~~

(b)(5)



(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)



(b)(5)

(b)(5)

**From:** Airton Tatoug Kamdem  
**Sent:** Tue, 17 Mar 2020 23:17:16 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC); Payton Iheme; Annie Lewis  
**Subject:** Re: Ad guidelines/ CDC Coronavirus content

Sure thing, Jay – we'll be on standby.

^

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Tuesday, March 17, 2020 at 5:37 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Iheme <payton@fb.com>, Annie Lewis <alewis@fb.com>  
**Subject:** RE: Ad guidelines/ CDC Coronavirus content


Thanks all! I'll share this with our developers and will be in touch with any questions. We greatly appreciate your help.

Best-

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  
Mobile: 404-910-8478

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 Join us on [Facebook](#)

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, March 17, 2020 5:24 PM  
**To:** Payton Iheme <payton@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Annie Lewis <alewis@fb.com>  
**Subject:** Re: Ad guidelines/ CDC Coronavirus content

Hi Jay

Confirming that the [Ads Guide](#) you pointed to is the best resource for understanding the specs of different ad formats.

I'm also adding a few other pointers for some key ad formats, let us know if these are helpful -- we're happy to connect on a call or prepare more recommendations for you via email.

- [Video Checklist](#)
  - Attention spans are short, it helps to front load the most important parts of your message
  - Include captions to help people follow along

- Capture as much of the vertical mobile screen as possible
- Images
  - Use minimal text (less than 20% of the image) and consider animating the text that is required
  - Capture as much of the vertical mobile screen as possible
- Carousel
  - Imply continuation to encourage people to discover the next card
  - Capture as much of the vertical mobile screen as possible

Airton | Government

## FACEBOOK

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Tuesday, March 17, 2020 at 4:17 PM

**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Subject:** Re: Ad guidelines/ CDC Coronavirus content

Hi Jay,

Let me loop you in with our ads experts to weigh in there.  
Annie and Airton...Thoughts?

Best,

Payton

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

**Date:** Tuesday, March 17, 2020 at 4:14 PM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** Ad guidelines/ CDC Coronavirus content

Hi Payton- We're making great use of ads on our Facebook and Instagram COVID-19 content. Is this the best guide to refer our graphic developers to? <https://www.facebook.com/business/ads-guide>

While I know we're making exceptions for some of the text amount, etc., I still want to make sure we're thinking of best practices for ads when are developing our content.

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

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 Join us on [Facebook](#)

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Tue, 13 Oct 2020 12:47:20 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** CDC IMS JIC Social Media -2; Dempsey, Jay H. (CDC/OD/OADC); Julia Eisman  
**Subject:** RE: Ad Rejected

Thanks Airton!

I see the ad is approved and running now. I appreciate your diligence on resolving this issue quickly.

Best,  
Hallie

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Saturday, October 10, 2020 12:30 AM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Julia Eisman <juliaeisman@fb.com>  
**Subject:** Re: Ad Rejected

Hi Hallie,

The ad should be approved, please let us know if you notice otherwise on your end.

-A

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Date:** Friday, October 9, 2020 at 11:04 PM  
**To:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Cc:** CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Julia Eisman <juliaeisman@fb.com>  
**Subject:** Re: Ad Rejected

Hi Hallie,

Just following up, continuing to monitor, I'll have an update here soon.

Thank you,  
Airton

Get [Outlook for iOS](#)

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, October 9, 2020 3:22:49 PM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>

**Cc:** CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>

**Subject:** Re: Ad Rejected

Thanks Hallie,

Thanks for your patience on this one. We should have some movement today, I'm personally monitoring until we have more info and will send you an update by end of day if there's a delay.

Airton

Get [Outlook for iOS](#)

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>

**Sent:** Friday, October 9, 2020 3:17:20 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Cc:** CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>

**Subject:** RE: Ad Rejected

Hello Airton,

It is still showing as rejected. I am logging off soon, do you have an estimate of when this should be resolved or if we need to take further action?

Thank you!

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Friday, October 9, 2020 11:53 AM

**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>

**Cc:** CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>

**Subject:** Re: Ad Rejected

Thanks Hallie,

We'll have this manually reviewed, please let us know if you if you don't notice a difference in the next few hours.

Thank you,

-Airton

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>

**Date:** Friday, October 9, 2020 at 11:33 AM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Cc:** CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)"

[<ifb5@cdc.gov>](mailto:ifb5@cdc.gov)

**Subject:** Ad Rejected

Hi Airton,

One of our ads was rejected again (Ad ID is 23845845063090335). Please let me know if you need any other information resolve this issue.

Thank you!

Hallie

Hallie Averbach, MPH

Health Communication Specialist

COVID-19 Response

JIC Social Media Team

Contractor: Eagle Global Scientific

(404)-983-8372

[gck9@cdc.gov](mailto:gck9@cdc.gov)



**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 3 Apr 2020 16:19:15 +0000  
**To:** Jan Antonaros; Stanley Onyimba  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD); Bonander, Jason (CDC/OCOO/OCIO); Crawford, Carol Y. (CDC/OD/OADC); Megan Ryskamp  
**Subject:** RE: Additional Follow-up from CDC call

Just to follow up,

We're checking to see if a different organization has a fuller granular list of State and Local HD, but the NACCHO list you're using is a good start

<https://www.naccho.org/membership/lhd-directory>

Fred

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Monday, March 30, 2020 10:33 PM  
**To:** Stanley Onyimba <sonyimba@google.com>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Megan Ryskamp <mryskamp@google.com>  
**Subject:** Re: Additional Follow-up from CDC call

Hi All,

Thank you for separating the core protocol from the CDC disclaimer language and CDC specific language. As discussed, we would also like to confirm when the CDC plans to:

1. Add the actual question strings users will read from the PDF to the JSON format. The PDF flow chart is challenging as it would require manual extraction and rewording for each release.
2. Publish and maintain an equivalent JSON format file for the Apple screener as the publicly available JSON for the CDC / Microsoft self-checker.

Please also confirm that the CDC protocol on GitHub will continue to be updated for both the Microsoft and Apple versions of the protocols as each screener evolves.

Thank you,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Thu, Mar 26, 2020 at 7:19 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Fred,

(b)(5)  
(b)(5) as well as for an update from your State Coordination Task Force on a more complete county list.

We'll also flag the CDC app to our Google Play team and get back to you if we need anything from your mobile team.

Thanks,  
Stanley

On Thu, Mar 26, 2020 at 5:15 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Jan.

(b)(5)

NACCHO's directory is good place to start, but it may not be complete. That's a voluntary professional organization. I have sent a request to our State Coordination Task Force to see if they have a fuller list.

(b)(5)

We're currently not planning on releasing any new Apps, but are relying on our main CDC app, which is already in the Play Store. If your Play Store wants to work with our mobile team about highlighting it or additional reporting, I'll be glad to get you in touch with them. If you have questions about the veracity of apps on the store, they can help to a certain degree as well. They've been working with Apple to have the App featured in the iTunes store, so I'm sure he'd love to talk to folks in the Play Store. – Stanley, that's Alex's team.

Thanks

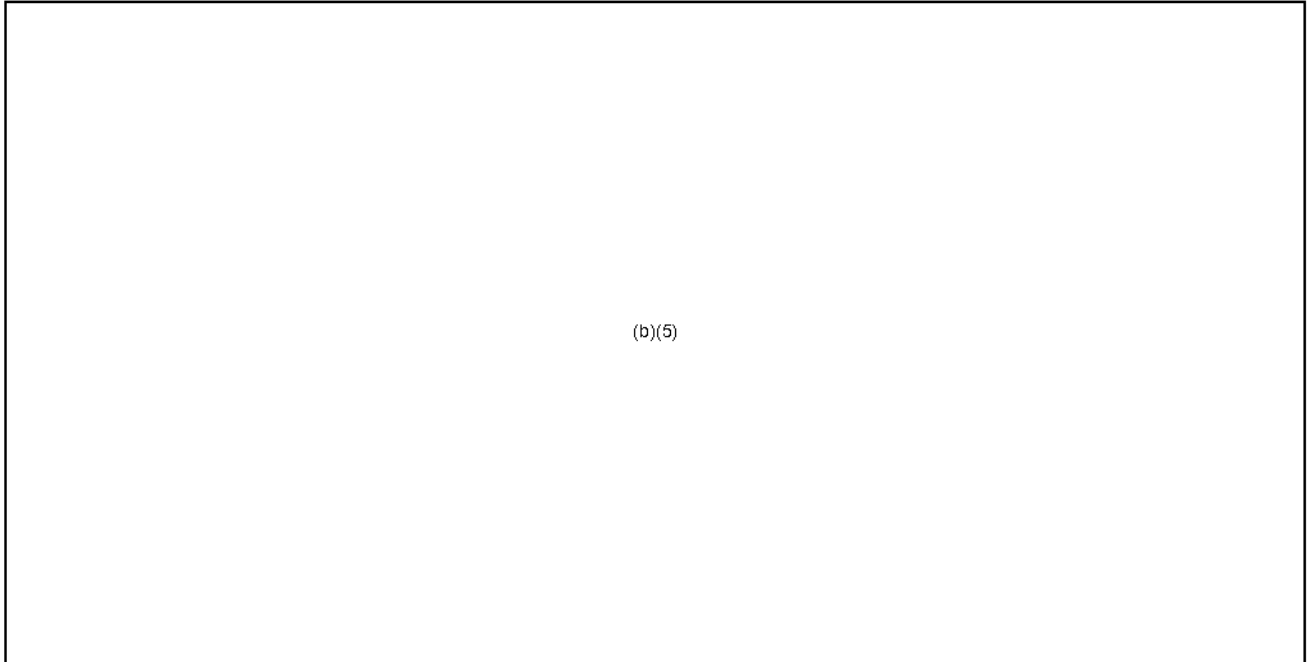
Fred

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Wednesday, March 25, 2020 8:56 PM  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Subject:** Additional Follow-up from CDC call

This email contains confidential information

Hi CDC Team,

Thanks for the update on the self-checker traffic analysis. We have a few additional product updates and plans we'd like to share:



Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:2023131196)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Stanley Onyimba  
**Sent:** Sat, 21 Mar 2020 18:31:28 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Miles Taylor;Jan Antonaros;Bonander, Jason (CDC/OCOO/OCIO)  
**Subject:** Re: Bot coordination

Great, thanks Fred.

On Sat, Mar 21, 2020, 5:55 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Yes. You can link to that page without calling special attention to the checker

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Saturday, March 21, 2020 8:20:08 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Miles Taylor <[milestaylor@google.com](mailto:milestaylor@google.com)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>  
**Subject:** Re: Bot coordination

Hi Fred,

Just wanted to touch base again and confirm if we're aligned on the summary in my previous email. I also assume your note came after the 1pm EST CDC meeting but please let us know if you have any other insights from the 1pm discussion.

Thanks,  
Stanley

On Sat, Mar 21, 2020 at 11:57 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
-Miles Taylor FYI

Thanks for the update, Fred.

To confirm:

1) The CDC is comfortable with Google linking to the CDC symptoms page (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/index.html>) from the microsite today granted that we do not explicitly call out the self-checker in the language

2) If today's impact analysis (from the epidemiological side) goes well, the CDC will add the self-checker to the main COVID-19 page (<https://www.cdc.gov/coronavirus/2019-ncov/about/index.html>) on Sunday

3) The CDC is comfortable with wider promotion on Search/other Google products starting to ramp on Monday

Please let me know if I've misinterpreted anything before sharing your feedback with our product team.

Thanks,  
Stanley

On Sat, Mar 21, 2020 at 10:37 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Thanks Stanley

The team is still deciding on how and when to share the bot JSON.

The plan as it now stands is that we've added the link to the checker on the symptoms page to increase the traffic and have more data to review from the clinical side.

If goes well (from the epidemiological side), then tomorrow we will introduce it on our COVID home page.

Monday we'll start the wider promotion through search, ramping it up as we go.

The links to the symptoms page in your COVID site are okay, but don't expressly call out the checker in the language.

It's looking good but we're wanting to make sure we don't cause more harm than good.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Saturday, March 21, 2020 1:12 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Subject:** Re: Bot coordination

-[Jan Antonaros](#) FYI

Hi Fred,

Yes, Julie was on our call yesterday so we are all aligned on the plan we discussed. We look forward to touching base again after your 1pm meeting.

I also wanted to share the [blog](https://www.google.com/covid19/) about the new site <https://www.google.com/covid19/> as a follow up to this morning's call. Feel free to share a JSON with the protocol logic/algorithm when you get a chance.

Thanks,

Stanley

On Sat, Mar 21, 2020 at 9:31 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Hi Stanley,

I heard from one of our contacts at Microsoft (Jean Gabarra) who is working with us to stand up this decision tree bot, that she was told to talk with Julie Black in Google Health. They were talking plans and ramp up, etc.

I just want to make sure that you're looped into what she's saying and more importantly she's looped into our discussions so that excessive traffic is not driven to this product before the CDC epis are comfortable with the results we're seeing and our tech team is ready for the surge.

Thanks

Fred

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)





**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 30 Mar 2020 12:32:48 +0000  
**To:** Kevin Hatcher  
**Cc:** Payton IHEME  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

Here is the other .mp4.

<https://centersfordiseasecontrol.sharefile.com/d-see16cd9473b44939>

**From:** Kevin Hatcher <khatcher@fb.com>  
**Sent:** Sunday, March 29, 2020 7:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton IHEME <payton@fb.com>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

Thanks,  
Kevin

Sent from my iPhone

On Mar 29, 2020, at 4:01 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

I should have also added more info.

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)

**Sent:** Sunday, March 29, 2020 6:52 PM

**To:** Payton Itheme <payton@fb.com>; Kevin Hatcher <khatcher@fb.com>

**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>

**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

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**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Good evening,

Do let us know if you need anything else in order to answer the questions Kevin needed feedback on.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 6:05 PM, Kevin Hatcher <khatcher@fb.com> wrote:

(b)(5)

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**Date:** Friday, March 27, 2020 at 3:01 PM

**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Kevin Hatcher <khatcher@fb.com>

**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <pwi3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

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Adding in Kevin to help with details.

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(b)(5)

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**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

(b)(5)

Below is what we need early by Monday from the CDC to launch:

(b)(5)

Best,

Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>

<Copy of (CDC) COVID-19 SLU Outlines.pdf>

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 30 Mar 2020 15:46:32 +0000  
**To:** Kevin Hatcher  
**Cc:** Payton Ihome; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD); Seman, Caroline (CDC/DDID/NCEZID/DVBD); Dempsey, Jay H. (CDC/OD/OADC); Young, Cathy (CDC/DDID/NCEZID/OD)  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

**Travel Key Messages:**

(b)(5)

**Travel Websites:**

(b)(5)

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**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <[uvt8@cdc.gov](mailto:uvt8@cdc.gov)>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <[pwi3@cdc.gov](mailto:pwi3@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
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CDC team – I'll check on logo issues (b)(5)

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**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers  
**Importance:** High

Hi Carol and team,

(b)(5)

(b)(5)

Best,

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**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>

<Copy of (CDC) COVID-19 SLU Outlines.pdf>



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sun, 29 Mar 2020 23:45:32 +0000  
**To:** Kevin Hatcher  
**Cc:** Payton Ihome; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD); Seman, Caroline (CDC/DDID/NCEZID/DVBD); Dempsey, Jay H. (CDC/OD/OADC); Young, Cathy (CDC/DDID/NCEZID/OD)  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

That seems more realistic. We'll get back to you soon.

**From:** Kevin Hatcher <khatcher@fb.com>  
**Sent:** Sunday, March 29, 2020 7:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
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(b)(5)

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CDC team – I'll check on logo issues

(b)(5)

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**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

(b)(5)

Below is what we need early by Monday from the CDC to launch:

(b)(5)

Best,

Payton

**From:** payton@fb.com

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** tel:+1-408-740-7256,,,,886245064#

<Copy of (CDC) COVID-19 SLU Outlines.pdf>

**From:** Kevin Hatcher  
**Sent:** Fri, 27 Mar 2020 22:05:00 +0000  
**To:** Payton Itheme; Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD); Seman, Caroline (CDC/DDID/NCEZID/DVBD); Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** Copy of (CDC) COVID-19 SLU Outlines.pdf

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(b)(5)

(b)(5)

**From:** Payton Iheme  
**Sent:** Fri, 27 Mar 2020 21:38:14 +0000  
**To:** Payton Iheme; Crawford, Carol Y. (CDC/OD/OADC); Silver, Margaret E. (CDC/DDID/NCEZID/DVBD); Seman, Caroline (CDC/DDID/NCEZID/DVBD); Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** C19 SLU.pdf  
**Importance:** High

Hi Carol and team,

(b)(5)

(b)(5)

Best,

Payton

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(b)(5)

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Saturday, April 11, 2020 at 9:59 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

(b)(5)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Friday, April 10, 2020 11:01 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
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(b)(5)

Sent from my iPhone

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Got it, (b)(5)

**From:** Payton Itheme <payton@fb.com>

**Sent:** Friday, April 10, 2020 8:32 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Subject:** CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

Hi Carol,

We've gone through CDC's site and as I relayed, we can indeed support CDC to get this info to at risk/  
minority communities (b)(5)

(b)(5)

(b)(5)

Suggested Conditions

(b)(5)

Potential Doctors (vetted by health partnerships) and on the list of professionals being considered for executive comms

(b)(5)

Include module on:

(b)(5)

Best,

Payton

Q

D

A



## When to Seek Medical Attention

If you develop **emergency warning signs** for COVID-19 get **medical attention immediately**.

Emergency warning signs include\*:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion or inability to arouse
- Bluish lips or face

\*This list is not all inclusive. Please consult your medical provider for any other symptoms that are severe or concerning.







Page 746





**ASL VIDEO SERIES:**

**PARENTS  
SUPPORTING  
CHILDREN**



◀ ▶ ⏩ 🔊 00:422



## Wearing Do's and Don'ts:

### DO:



- ✓ Make sure you can breathe through it
- ✓ Wear it whenever going out in public
- ✓ Make sure it covers your nose and mouth
- ✓ Wash after using

### DON'T:

- Use if under two years old
- Use surgical masks or other PPE intended for healthcare workers



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)







fever, coughing, trouble breathing, or other symptoms of COVID-19.

1. If you have any symptoms, call your doctor or health care provider for advice. If you are unable to reach your doctor or health care provider, call 1-800-CDC-2323 for more information.
2. If you have any symptoms, you should also wear a face mask when around other people.
3. If you have any symptoms, you should also avoid close contact with other people.

DAY	DATE	SYMPTOMS	TEMP
<b>DAY 0</b>	Apr 2, 2020	Day 0 is the day you left an international country or returned home from a cruise	
<b>DAY 1</b>	Apr 3, 2020	No Symptoms	97.4 F
<b>DAY 2</b>	Apr 4, 2020	No Symptoms	98.6 F
<b>DAY 3</b>	Apr 5, 2020	No Symptoms	96.9 F
<b>DAY 4</b>	Apr 6, 2020	No Symptoms	98.6 F
<b>DAY 5</b>	Apr 7, 2020	No Symptoms	98.0 F
<b>DAY 6</b>	Apr 8, 2020	No Symptoms	98.6 F
<b>DAY 7</b>	Apr 9, 2020	No Symptoms	97.3 F
<b>DAY 8</b>	Apr 10, 2020	No Symptoms	98.6 F
<b>DAY 9</b>	Apr 11, 2020	No Symptoms	98.6 F
<b>DAY 10</b>	Apr 12, 2020	No Symptoms	96.5 F
<b>DAY 11</b>	Apr 13, 2020	No Symptoms	98.6 F

# Health Alert: Coronavirus Disease 2019 (COVID-19)

**You have recently been on a cruise ship or river cruise.**  
COVID-19 is a respiratory illness that can spread from person to person.

**Stay home for 14 days from the time you left the cruise ship or river cruise and practice social distancing**

Take these steps to monitor your health and practice social distancing:

1. Take your temperature with a thermometer two times a day and monitor for fever. Also watch for cough or trouble breathing.
2. Stay home and avoid contact with others. Do not go to work or school.
3. Keep your distance from others (about 6 feet or 2 meters)

## What To Do If You Get Sick

If you get sick with fever, cough, or have trouble breathing in the 14 days after you return from travel:

- Stay home. Avoid contact with others.
- You might have COVID-19; most people are able to recover at home without medical care.
- If you have trouble breathing or are worried about your symptoms, call or text a health care provider. Tell them about your recent travel and your symptoms.
- Call ahead before you go to a doctor's office or emergency room.

If you need to seek medical care for other reasons, such as dialysis, call ahead to your doctor and tell them about your recent travel on a cruise ship or river cruise.



Visit the website for more information on monitoring your health and how to contact local public health officials. Visit: [www.cdc.gov/COVIDtravel](http://www.cdc.gov/COVIDtravel)

# CDC Issues Domestic Travel Advisory for New York, New Jersey, and Connecticut

The CDC urges residents of New York, New Jersey, and Connecticut to refrain from non-essential domestic travel for 14 days effective immediately. This Domestic Travel Advisory does not apply to employees of critical infrastructure industries, including but not limited to trucking, public health professionals, financial services, and food supply. These employees of critical infrastructure, as defined by the Department of Homeland Security (<https://www.dhs.gov/publication/guidance-essential-critical-infrastructure-workforce>) have a special responsibility to maintain normal work schedule. The Governors of New York, New Jersey, and Connecticut will have full discretion to implement this Domestic Travel Advisory.

# Travel in the United States

Foreign nationals who have visited one of these countries in the past 14 days may not enter the United States:

- [China](#) 
- [Iran](#) 
- [European Schengen area](#)  (Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Monaco, San Marino, Vatican City)
- [United Kingdom](#)  (England, Scotland, Wales, Northern Ireland)
- [Republic of Ireland](#) 

## Wearing Do's and Don'ts:

### DO:



- ✓ Make sure you can breathe through it
- ✓ Wear it whenever going out in public
- ✓ Make sure it covers your nose and mouth
- ✓ Wash after using

### DON'T:

Use if under two years old

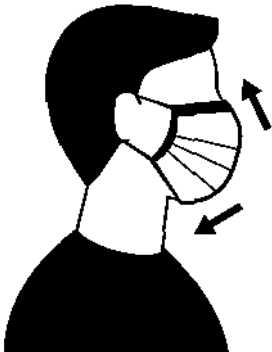
Use surgical masks or other PPE intended for healthcare workers



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)







**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sat, 11 Apr 2020 13:57:27 +0000  
**To:** Payton Itheme  
**Subject:** RE: CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

(b)(5)

Do we know yet when the other modules are launching?

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Friday, April 10, 2020 11:01 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

(b)(5)

Sent from my iPhone

On Apr 10, 2020, at 10:21 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Got it, (b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Friday, April 10, 2020 8:32 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

Hi Carol,

We've gone through CDC's site and as I relayed, we can indeed support CDC to get this info to at risk/minority communities (b)(5)

(b)(5)

(b)(5)

Suggested Conditions

(b)(5)

Potential Doctors (vetted by health partnerships) and on the list of professionals being considered for executive comms

(b)(5)

Include module on:

(b)(5)

Best,

Payton

**From:** Priya Gangolly  
**Sent:** Tue, 28 Apr 2020 18:03:39 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Payton Itheme  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Tuesday, April 28, 2020 at 10:44 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Itheme <payton@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Tuesday, April 28, 2020 1:42 PM  
**To:** Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

I am tracking 3 updates:

(b)(5)

Please let me know if I'm missing anything.

Thanks,  
Priya

**From:** Payton Itheme <payton@fb.com>  
**Date:** Tuesday, April 28, 2020 at 10:34 AM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Priya Gangolly <pgangolly@fb.com>

**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

No worries. We are transitioning as of a few weeks ago, and Priya will help keep us organized.

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Date:** Tuesday, April 28, 2020 at 1:32 PM

**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, April 28, 2020 1:31 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

(b)(5)

Best,

Payton

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Date:** Tuesday, April 28, 2020 at 12:26 PM

**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Thursday, April 16, 2020 10:51 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,  
Here is recap of where we are:

**What we've launched:**

- On Tuesday April 7th, We launched units with content for three conditions identified by CDC as underlying risks for severe illness from covid19: 65+, HIV+ and Asthma to US only/English only.
- So far over half a million people have engaged with those units (not approved for external use).
- You can take a look at the source content by going to the **units tab** [in this group](#) again for a refresher of how the content looks in product.

**What the CDC is currently reviewing:**

(b)(5)

**Items pending from the CDC**

(b)(5)

Best,

Payton

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Wed, 29 Apr 2020 18:24:46 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Done!

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, April 29, 2020 at 11:20 AM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Can you add [ijd2@cdc.gov](mailto:ijd2@cdc.gov) with google site access. She requested it. (b)(5)

(b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, April 29, 2020 1:55 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Ihome <payton@fb.com>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

(b)(5)

Thank you,  
Priya

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Tuesday, April 28, 2020 at 10:44 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Ihome <payton@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Tuesday, April 28, 2020 1:42 PM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

(b)(5)

Please let me know if I'm missing anything.

Thanks,  
Priya

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Tuesday, April 28, 2020 at 10:34 AM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

No worries. We are transitioning as of a few weeks ago, and Priya will help keep us organized.

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Tuesday, April 28, 2020 at 1:32 PM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, April 28, 2020 1:31 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)



Hi Carol,

(b)(5)

Best,

Payton

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Date:** Tuesday, April 28, 2020 at 12:26 PM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Thursday, April 16, 2020 10:51 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

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- You can take a look at the source content by going to the **units tab** in [this group](#) again for a refresher of how the content looks in product.

**What the CDC is currently reviewing:**

(b)(5)

(b)(5)

**Items pending from the CDC**

(b)(5)

Best,

Payton

Sent from my iPhone

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 29 Apr 2020 17:23:05 +0000  
**To:** Payton Iheme; Priya Gangolly  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Yes, call time still good.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Wednesday, April 29, 2020 10:59 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Priya Gangolly <pgangolly@fb.com>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

We do...great metrics too! We planned to share at our sync today, if that time still works for you.

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Wednesday, April 29, 2020 at 10:57 AM  
**To:** Payton Iheme <payton@fb.com>, Priya Gangolly <pgangolly@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Also – do we have any metrics on the use of the Units?

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Tuesday, April 28, 2020 1:34 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Priya Gangolly <pgangolly@fb.com>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

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**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Tuesday, April 28, 2020 at 1:32 PM  
**To:** Payton Iheme <payton@fb.com>, Priya Gangolly <pgangolly@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, April 28, 2020 1:31 PM  
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**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

(b)(5)

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Tuesday, April 28, 2020 at 12:26 PM  
**To:** Payton Itheme <payton@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Thursday, April 16, 2020 10:51 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** CDC Content Updates and Next Steps (quick recap-items we need to move forward)

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**What the CDC is currently reviewing:**

(b)(5)

**Items pending from the CDC**

(b)(5)

Best,

Payton

Sent from my iPhone

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Fri, 2 Oct 2020 19:19:35 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: CDC COVID-19 Ads Rejected

Thank you, Airton!

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, October 2, 2020 3:16 PM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: CDC COVID-19 Ads Rejected

Hi Hallie,

Thank you for flagging, I'll have someone on our team do a manual review here, please let me know if you don't notice any changes in the next few hours.

Best,  
-Airton

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Date:** Friday, October 2, 2020 at 3:07 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: CDC COVID-19 Ads Rejected

Sure! See below:

23845690840320335  
23845769887920335  
23845769887940335  
23845769876710335

Thank you!

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, October 2, 2020 3:03 PM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: CDC COVID-19 Ads Rejected

Thanks Hallie,

Do you mind sending the individual Ad IDs for the affected ads?

Thank you,  
Airton

Get [Outlook for iOS](#)

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[qck9@cdc.gov](mailto:qck9@cdc.gov)>  
**Sent:** Friday, October 2, 2020 3:00:57 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** CDC COVID-19 Ads Rejected

Hi Airton,

This morning, I scheduled 6 ads to re-run on our account. All ads have run before and were cleared by you as not needing a disclaimer. I just received notice that 4 of those ads were rejected because they violate the policy about Ads About Social Issues, Elections or Politics. Do you have any insight as to why they are now being rejected or know what to do to get them running again?

Thank you,  
Hallie

Hallie Averbach, MPH  
Health Communication Specialist  
COVID-19 Response  
JIC Social Media Team  
Contractor: Eagle Global Scientific  
(404)-983-8372  
[qck9@cdc.gov](mailto:qck9@cdc.gov)

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Thu, 2 Apr 2020 23:52:58 +0000  
**To:** Matt Ross  
**Cc:** Layton, Kathleen (CDC/OD/OADC); Mann, Steve (CDC/OD/OADC); Allison Larson  
**Subject:** RE: CDC & LinkedIn Live  
**Attachments:** You're [in]! LinkedIn Live Next Steps .msg

Hi Matt- We did receive notification of approval to access LinkedIn Live. Unfortunately, we haven't had the time to devote to exploring it as we are all heavily involved in the COVID-19 response. It also seems like we may have a software access issue on our end. Perhaps you can discuss with Steve Mann from our team, CC'd here? While we haven't had the time to properly explore the Live option, it could potentially be a powerful tool for COVID-19 response, so I definitely want to see how we can make use of it.

Greatly appreciate your follow-up and please excuse us for not confirming earlier.

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

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

**From:** Matt Ross <maross@linkedin.com>  
**Sent:** Thursday, April 2, 2020 10:08 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Mann, Steve (CDC/OD/OADC) <vki8@cdc.gov>; Allison Larson <alarson@linkedin.com>  
**Subject:** Re: CDC & LinkedIn Live

Hi Jay,

Did you receive notification of the CDC being approved for LinkedIn Live (from the attached application)? If not, I'd like to help move through expedited if you feel the internal resources & desire to leverage it with messaging exist?

LinkedIn Live could be an invaluable resource to reaching both Business Owners and Employees with timely messaging and, perhaps equally important, giving them a platform to engage and ask questions in real time.

Please let me know how I can help.



Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



maross@linkedin.com  
<https://www.linkedin.com/in/mattrossdc/>

**From:** Matt Ross <maross@linkedin.com>  
**Date:** Wednesday, February 19, 2020 at 12:50 PM  
**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, "Mann, Steve (CDC/OD/OADC)" <vki8@cdc.gov>  
**Subject:** Re: CDC & LinkedIn Live

Hi team,

Here are some updates on LinkedIn Live:

Approval timelines are currently taking 2-3 weeks

Approval criteria is:

- +1K followers
- Shows record of original, human-based video content
- Has created video in the last 1-2 months
- Shows record of at least monthly native video content

I hope this is helpful for setting expectations.

Thanks,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



maross@linkedin.com  
<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, February 18, 2020 at 7:57 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** RE: CDC & LinkedIn Live

Thanks Matt- My application confirmation email is attached.

Also for awareness, next week I'll be out of the office until mid-March. Should you need anything during that time, Kathleen Layton can assist you.

Best-  
Jay

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Tuesday, February 18, 2020 7:38 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** Re: CDC & LinkedIn Live

Wonderful to be in touch with everyone!

Jay, When you receive the response saying your application was received please forward it to me. It should reference a "case #", and may be sent to the email associated with your member profile (which is often a personal email).

Thanks all,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, February 18, 2020 at 7:20 PM  
**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** RE: CDC & LinkedIn Live

Matt- Thanks for the follow-up! I've submitted another application and listed my colleagues CC'd here as alternate channel managers.

We'll take a look at the broadcasting specs you included.

Thanks again for your help & I'll look forward to hearing back from you!


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

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 Join us on Facebook

**From:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>  
**Sent:** Tuesday, February 18, 2020 5:23 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Mann, Steve (CDC/OD/OADC) <[vki8@cdc.gov](mailto:vki8@cdc.gov)>  
**Subject:** Re: CDC & LinkedIn Live

Hi Jay,

Great to be in touch with you and happy to hear about the interest the CDC has in using linked in life. I'm sorry that it sounds like your first application wasn't processed appropriately. There has been a lot of demand for it even though technically it is still in a beta testing mode. The product team has put a large effort into scaling the resources needed for new companies to participate. Below are two links, the first one includes an application. Please submit another, you'll receive confirmation that your case was received, and I can ask for it to be prioritized internally.

Once (hopefully) approved we can reconnect on a strategy to broadcasting live, if that's of interest. I'd love to be a resource where you find it helpful.

Getting started with LinkedIn Live (inc application): <https://business.linkedin.com/marketing-solutions/linkedin-live/getting-started>

Broadcasting specs: <https://www.linkedin.com/help/linkedin/answer/100225/broadcasting-live-videos-on-linkedin?lang=en>

Best,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossde/>

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

**Date:** Tuesday, February 18, 2020 at 4:54 PM

**To:** Matt Ross <[maross@linkedin.com](mailto:maross@linkedin.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Mann, Steve (CDC/OD/OADC)" <[vki8@cdc.gov](mailto:vki8@cdc.gov)>

**Subject:** CDC & LinkedIn Live

Hi Matt- Writing to introduce myself and ask a question. I'm the social media lead at CDC. A few months ago, we requested access to using the LinkedIn Live feature from the CDC profile, but haven't heard back. We'd like to start planning for a LinkedIn Live event in June and are hoping we can might be able to get access to that feature.

Thanks for any help you can provide.

Best-


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

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 Join us on [Facebook](#)

**From:** LinkedIn Live Beta  
**Sent:** Fri, 20 Mar 2020 20:36:26 +0000  
**To:** Undisclosed recipients:  
**Subject:** You're [in]! LinkedIn Live Next Steps

Hi there,

Welcome to LinkedIn Live! We're thrilled that your organization will soon be streaming on LinkedIn.

LinkedIn Live's mission is to bring your professional community together in real time to share a meaningful moment. Whether you want to create authenticity through the unfiltered nature of live, deliver news with speed, give exclusive access to a private event, or establish your brand as bold and innovative, LinkedIn Live can help. In fact, organizations using LinkedIn Live beta seeing, on average, 7x more reactions and 24x more comments on Live video vs. regular video on LinkedIn!

Next steps to access LinkedIn Live:

1. **If you have one, let your LinkedIn Marketing Solutions representative know you've received this email.** That way, we can ensure we've effectively reached you.
2. **Confirm that you are the Page Admin who will be streaming live on behalf of your organization.** If you're receiving this email, it means you have been given access to stream live on behalf of your organization's Page. If you are the incorrect admin, contact your LinkedIn Marketing Solutions representative or [\*submit a ticket to our premium support queue\*](#) with your Page URL and the correct Page Admin's LinkedIn Profile URL.
3. **Review the comprehensive [LinkedIn Live Getting Started website](#).** There, you'll find our step-by-step onboarding process, guidelines, and best practices.
4. **Choose and log in with one of our 3rd party broadcast tools.** Options vary based on your budget and desired level of production. Take a look at our ["Choosing your tool" chart](#) for help determining what works best for you.
5. **Go live within the first 60 days.** It's important to the success of this product that we have users diving right in to test it out, so we kindly ask that you get started sooner than later.

We can't wait to see you go live on LinkedIn!

Best,  
The LinkedIn Live Team

**From:** Payton Iheme  
**Sent:** Thu, 28 May 2020 22:03:05 +0000  
**To:** McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Capers, Catherine (Katy) (CDC/DDID/NCEZID/DHQP)  
**Subject:** Re: CDC + FB Intro

You bet.

Thank you for reaching out.

Best,

Payton

**From:** "McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH)" <ymt0@cdc.gov>  
**Date:** Thursday, May 28, 2020 at 2:33 PM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Capers, Catherine (Katy) (CDC/DDID/NCEZID/DHQP)" <ybz5@cdc.gov>  
**Subject:** RE: CDC + FB Intro

Hi Payton,

Thank you so much for a great intro to facebook live and how we may be able to leverage it for IPC training of healthcare workers!

We look forward to learning more about the quiz function and whether the results of polling, quizzes and chats can be downloaded or used for evaluation purposes.

Also, if you hear of any group that has leveraged FB Live for training purposes-we'd love to hear about it!

Thanks,  
Liz

**From:** McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH)  
**Sent:** Thursday, May 21, 2020 1:47 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** RE: CDC + FB Intro

Of course! Happy to!

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Thursday, May 21, 2020 1:45 PM

**To:** McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH) <[ymt0@cdc.gov](mailto:ymt0@cdc.gov)>  
**Subject:** Re: CDC + FB Intro

Hi Liz,

Would you add Jay from the CDC social media team? He had asked if he could join the training as well, if he is free.

Best,

Payton

Sent from my iPhone

On May 21, 2020, at 1:39 PM, McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH) <[ymt0@cdc.gov](mailto:ymt0@cdc.gov)> wrote:

Hi Sharon and Genelle,

I thought it may be easier/preferable for me to offer a time block! Would you be available at any time between 3-5 ET, next Wednesday (5/27) for the sync call on FB Live? We are working on setting up a healthcare training related to infection control for COVID-19, so we are trying to move as quickly as we can.

Thanks in advance! We appreciate you sharing your expertise with us!

Liz

**From:** McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH) <[ymt0@cdc.gov](mailto:ymt0@cdc.gov)>

**Sent:** Tuesday, May 19, 2020 8:20 PM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Leslie Kennedy <[leslie.kennedy@fb.com](mailto:leslie.kennedy@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>

**Cc:** Capers, Catherine (Katy) (CDC/DDID/NCEZID/DHQP) <[ybz5@cdc.gov](mailto:ybz5@cdc.gov)>

**Subject:** Re: CDC + FB Intro

Thank you, Payton!

Nice to meet you, Sharon and Genelle! If you could let me know what times you may be available to chat, I can coordinate the CDC-side!

Thanks!

Liz

Get [Outlook for iOS](#)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, May 19, 2020 6:24:20 PM

**To:** McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH) <[ymt0@cdc.gov](mailto:ymt0@cdc.gov)>; Leslie Kennedy

<leslie.kennedy@fb.com>; Sharon Yang <syang@fb.com>; Genelle Adrien <genelleadrien@fb.com>  
**Cc:** Capers, Catherine (Katy) (CDC/DDID/NCEZID/DHQP) <ybz5@cdc.gov>  
**Subject:** Re: CDC + FB Intro

Hi Liz,

Great to be connected!

We have team members that can help run your team through best practices for Facebook Live. I am including Sharon and Genelle, who help our government agencies with their use of our FB products. They can set up a sync and be able to provide some insights and also hear more about what you plan to do.

Best,

Payton

**From:** "McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH)" <ymt0@cdc.gov>  
**Date:** Tuesday, May 19, 2020 at 2:24 PM  
**To:** Leslie Kennedy <leslie.kennedy@fb.com>  
**Cc:** Payton Iheme <payton@fb.com>, "Capers, Catherine (Katy) (CDC/DDID/NCEZID/DHQP)" <ybz5@cdc.gov>  
**Subject:** RE: CDC + FB Intro

Thank you, Leslie!

Hi Payton,

Leslie may have provided the (very!) brief context for my outreach, but I'll provide that and more here, just so you have context.

I'm working on CDC's COVID-19 Response with a group who is focused on ways to protect frontline healthcare workers (nurses, clinicians, staff working in nursing homes, etc) and patients from the spread of COVID-19 in healthcare facilities.

One of the things that has been very clear is that there are significant gaps in knowledge related to infection prevention and control (IPC). CDC is working to stand up large initiative to provide engaging and interactive IPC training and education to the healthcare workforce (over 6M people!) and we want to leverage platforms people use every day to ensure that this training is accessible to as many people as possible. We are well aware that our doctors and nurses are busy now more than ever and we want to provide an experience that meets their needs.

ASK: Considering Facebook Live is a popular (and loved!) platform, may we set up a time with you to discuss how FB Live could be leveraged for training purposes and what basic analytics are available to help evaluate our success?



Thank you in advance for your time,

Liz

**Liz Pantino McClune, MSW, MPA**

Health Systems and Worker Safety Task Force  
(previously Clinical Care and Medical Countermeasures Task Force)  
COVID 19 Response  
Centers for Disease Control and Prevention  
404-639-3499

**From:** Leslie Kennedy <[leslie.kennedy@fb.com](mailto:leslie.kennedy@fb.com)>  
**Sent:** Tuesday, May 19, 2020 2:08 PM  
**To:** McClune, Elizabeth (CDC/DDID/NCHHSTP/DVH) <[ymt0@cdc.gov](mailto:ymt0@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** CDC + FB Intro

Hi Liz – Per our messenger chat, introducing you to Payton Itheme (cc'd here) who leads the CDC relationship at Facebook. Payton can help point you in the right direction re: your FB Live request.

Will let you two take it from here!

Leslie

**Leslie Kennedy** | Client Partner | 678.908.4275



**From:** Payton IHEME  
**Sent:** Mon, 9 Mar 2020 13:20:07 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC Ad Credits for COVID-19 - second tranche - \$2M

Have you figured out the back up credit card item? I just want to see where the team will be starting on the call later.

Best,  
Payton

Sent from my iPhone

On Mar 9, 2020, at 9:15 AM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

I sent this right after the other...wanted to be sure you saw it.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sunday, March 8, 2020 8:25 PM  
**To:** 'Payton IHEME' <payton@fb.com>  
**Subject:** RE: CDC Ad Credits for COVID-19 - second tranche - \$2M

Thinking about it – I don't think tomorrow's call is the best time to discuss the QP. I could send you a e-mail with information you could pass on – would that work?

Not because of this specifically but also, I may not be able to make the call.... But you have a good group participating. With that said, (b)(5)

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sunday, March 8, 2020 8:14 PM  
**To:** Payton IHEME <payton@fb.com>  
**Subject:** RE: CDC Ad Credits for COVID-19 - second tranche - \$2M

Thanks Payton.

Great on the QPs, I'll try to be ready.

OK on crowd tangle, we were reaching out to our research team on that, I'll ask Fred if he heard back. Once you explained the call idea, I understood better so asked again but have not heard.

**From:** Payton Ihome <payton@fb.com>  
**Sent:** Sunday, March 8, 2020 6:35 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC Ad Credits for COVID-19 - second tranche - \$2M

Understand completely Carol,

I wanted to add our expert on QPs to the call Monday. (b)(5)

(b)(5)

We will also have the first batch of the Crowd Tangle displays broken down to the US state level. This and possible custom boards were of interest to you/team last time we spoke. Standing by if you want your team to provide custom displays. I can also have the Crowd Tangle expert join again to take in those suggestions for their next build occurring this week.

Best,

Payton

Sent from my iPhone

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Thanks Payton. (b)(5)

(b)(5)

**From:** Payton Ihome <payton@fb.com>  
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**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
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Good morning Carol and Kathleen,

Below and attached are the coupon codes and corresponding information for the second round of CDC ad credits. These will expire at the end of 2020. When you deliver them, please note that our Ad Coupon Terms and Conditions apply – link here: [www.facebook.com/legal/couponterms](http://www.facebook.com/legal/couponterms).

**Partner: U.S. Centers for Disease Control**

**Purpose:** Facebook ad credits to support messaging related to coronavirus

Ad Credit Coupon Terms and Conditions Apply -  
<https://www.facebook.com/legal/couponterms>

<b>Ad Coupon Code</b>	<b>Currency</b>	<b>Coupon Value</b>	<b>Expiration</b>
VNKE-83Y9-1H3N-37JR	USD	\$500,000	28-Dec-20
0EJF-3NWF-P36X-WM8R	USD	\$500,000	29-Dec-20
0798-HH5H-E3CJ-K3J9	USD	\$500,000	30-Dec-20
6428-F48H-N6PC-M2HH	USD	\$500,000	31-Dec-20
<b>Total</b>	<b>USD</b>	<b>\$2,000,000</b>	<b>31- Dec-20</b>

**From:** Payton Itheme  
**Sent:** Mon, 9 Mar 2020 13:17:52 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC Ad Credits for COVID-19 - second tranche - \$2M

All ok on QP discussion. No problem.

Sent from my iPhone

On Mar 9, 2020, at 9:15 AM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

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(b)(5)

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Best,

Payton

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Thanks Payton. (b)(5)

(b)(5)

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**Partner: U.S. Centers for Disease Control**

**Purpose:** Facebook ad credits to support messaging related to coronavirus

Ad Credit Coupon Terms and Conditions Apply -  
<https://www.facebook.com/legal/couponterms>

Ad Coupon Code	Currency	Coupon Value	Expiration
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VNKE-83Y9-1H3N-37JR	USD	\$500,000	28-Dec-20
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0798-HH5H-E3CJ-K3J9	USD	\$500,000	30-Dec-20
6428-F48H-N6PC-M2HH	USD	\$500,000	31-Dec-20
<b>Total</b>	<b>USD</b>	<b>\$2,000,000</b>	<b>31- Dec- 20</b>

**From:** Payton Itheme  
**Sent:** Mon, 9 Mar 2020 00:24:27 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC Ad Credits for COVID-19 - second tranche - \$2M

Thank you Carol.

Sent from my iPhone

On Mar 8, 2020, at 8:14 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Thanks Payton.

Great on the QPs, I'll try to be ready.

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(b)(5)

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Best,

Payton

Sent from my iPhone

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**Sent:** Sunday, March 8, 2020 1:20 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
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**Partner:** U.S. Centers for Disease Control  
**Purpose:** Facebook ad credits to support messaging related to coronavirus  
Ad Credit Coupon Terms and Conditions Apply - <https://www.facebook.com/legal/couponterms>

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0798-HH5H-E3CJ-K3J9	USD	\$500,000	30-Dec-20
6428-F48H-N6PC-M2HH	USD	\$500,000	31-Dec-20
<b>Total</b>	<b>USD</b>	<b>\$2,000,000</b>	<b>31- Dec-20</b>

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 10 Sep 2020 00:34:15 +0000  
**To:** Julia Eisman; Dempsey, Jay H. (CDC/OD/OADC); Airton Tatoug Kamdem  
**Cc:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Annie Lewis; Payton IHEME; Genelle Adrien; Sharon Yang  
**Subject:** RE: CDC Ad Credits

Hi Julia – We are still very interested but still need to get back to you on it. Sorry for delay!

**From:** Julia Eisman <juliaeisman@fb.com>  
**Sent:** Tuesday, September 8, 2020 5:14 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton IHEME <payton@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: CDC Ad Credits

Hi Jay and team,  
I hope you had a nice long weekend! Just wanted to reach out and see if you had any follow-up questions on the measurement materials we sent. Let me know if it would help to hop on a quick call to walk through the methodology or process.

Best,  
Julia

—

Julia Eisman  
North America Lead  
Government, Politics & Advocacy  
**FACEBOOK**

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Friday, August 28, 2020 at 1:41 PM  
**To:** Julia Eisman <juliaeisman@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>, Annie Lewis <alewis@fb.com>, Payton IHEME <payton@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** RE: CDC Ad Credits

Hi Julia – Confirming receipt. Thanks for talking to us about this project this week. We'll review and be back in touch!

Jay H. Dempsey

On behalf of the JIC Social Media Team  
COVID-19 Response, Joint Information Center  
U.S. Centers for Disease Control and Prevention (CDC)

Teleworking  
Mobile: 404-910-8478

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**Sent:** Friday, August 28, 2020 1:23 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[qck9@cdc.gov](mailto:qck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: CDC Ad Credits

Hi CDC Team,

Apologies if you go this twice, but I got a bounce back from the CDC team the first time around.

It was great to connect yesterday. Just wanted to share some of the resources discussed during the call. As always, we can arrange another call to talk further.

**What:** In a nutshell, Brand Lift is a measurement option that allows partners to think about metrics beyond reach or impressions, and consider things like behavior change, messaging/creative effectiveness, and more as a result of your campaign. It allows partners to ask questions around like awareness of the message, ad recall, intent to take an action, message association and others. This type of measurement is something we see other government agencies do as a type of barometer on the overall effectiveness of the campaign.

**How:** There are some parameters, and it would require minimal lift from your teams. We would work together on identifying the measurement objectives/questions, and we would manage the process from there on out. You can [click here](#) for a high level understanding of the Brand Lift Methodology, and we'd be happy to discuss more on a call.

You can find [here](#), a questions guide for a holistic overview of our polling framework -- this is the general process we'd go through with you to identify the best way to understand how the CDC's messaging is resonating across your core audiences.

Additionally, we do have a short blueprint training on the concept [here](#), in case it is helpful for the broader team.

Please let us know your thoughts as you go through the initial review internally and we'll start aligning the necessary resources on our end to measure effectively. Reach out if you need anything!

Best,  
Julia

--

**Julia Eisman**  
North America Lead  
Government, Politics & Advocacy  
**FACEBOOK**

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Date:** Tuesday, August 25, 2020 at 8:52 PM  
**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: CDC Ad Credits

Thanks Jay,

Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

Thank you,

-Airton

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

**Date:** Tuesday, August 25, 2020 at 4:46 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[qck9@cdc.gov](mailto:qck9@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>

**Subject:** RE: CDC Ad Credits

Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms & Conditions. However, I'm not seeing an option on our payment settings page to adjust the account spending limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.

Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you include Hallie Averbach on the meeting invite when you send?

Thanks & please let me know how I can resolve the issue around updating the account spending limit.

.

Jay

Daily Summary

**August 25, 2020**

Daily spend is deducted from your balance.

**\$529,207.42**

Available Balance

Payment Methods

Add Money

Credits

View More



**Ad Credits**

Will be charged before other payment methods for ads run after credit was claimed.

**Total**

\$529,207.42

Payment Details

**Prepaid Balance: \$0.00**

Inactive



**Ad Credit: \$0.00 USD**

Expires on 12/30/20, 11:59 PM

Will be charged before other payment methods for ads run after credit was claimed.

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Tuesday, August 25, 2020 11:12 AM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>

**Subject:** CDC Ad Credits

Hi CDC Team,

Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) – the new *ad credit* balance on the account should read \$529,207.42 as of today (8/25).

When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found \_\_\_\_ & below). We will complete transfer of remaining coupons. **Please adjust the account spending limit to the new total by following the instructions [here](#).**

#### **Ad Credit Coupon Terms and Conditions**

1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the email or other notification sent to you with your Coupon details and by these terms and conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad Coupon Terms, then you must not use Coupons.
2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (\_\_\_\_\_), Facebook’s Commercial Terms (\_\_\_\_\_), and Facebook’s Advertising Policies (\_\_\_\_\_).
3. You must have an advertiser account in good standing with Facebook to redeem Coupons. Facebook is solely responsible for determining whether your account is in good standing and its decision in this regard is final.
4. Coupons have no cash value and no refund, cash or any other substitute will be provided if all or some of the Coupon amount is not redeemed before the applicable expiration date.
5. Coupons will not be replaced if lost, stolen or otherwise rendered irredeemable. If you suspect that a Coupon is being used without your permission or in breach of the Ad Coupon Terms, please contact Facebook immediately.
6. All Coupon redemptions are final and are subject to review and verification by Facebook.
7. Coupons are void where: (i) their use is restricted, prohibited or taxed; (ii) they are not obtained through legitimate channels; (iii) any part of the Coupon is counterfeit, altered, defective, tampered with or irregular in any way; (iv) the Coupon is obtained through fraud or deception; (v) or where other restrictions apply.
8. Facebook reserves the right to charge you for advertising that has been paid for by Coupons if your use of Coupons is in breach of the Ad Coupon Terms.
9. Facebook may amend, suspend, or terminate Coupons at any time without prior notice or consent.
10. Any questions or issues relating to Coupons will be determined at Facebook’s sole discretion and its decisions in this regard are final and binding.
11. You must not use Coupons in any way that would violate applicable laws, including in a manner that would constitute bribery, an illegal kickback, an illegal campaign contribution, or any other violation of applicable anti-corruption, political activity, or other laws.
12. If you are a government or political entity or official, then you agree that your receipt and use of Coupons is in compliance with all rules and regulations applicable to your entity or organization governing the acceptance of things of value. A government entity includes, but is not limited to, government agencies at any level, businesses owned or controlled by a government entity or official, and public international organizations (such as the United Nations or the World Health Organization). A government official includes any officials, employees, and anyone else who acts in an official capacity on behalf of any of the above, as well as their family members. A political entity or official means political parties, campaigns, and candidates, including any officials,

employees, and anyone else who acts in an official capacity on their behalf, as well as their family members.

13. Facebook may update or amend the Ad Coupon Terms at any time without prior notice to you.

These Terms govern your use of Coupons. Use of Coupons are part of "Facebook Products" under Facebook's Terms of Service ( \_\_\_\_\_ ), and your use of these Coupons is deemed part of your use of, and actions on, the "Facebook Products." These Terms do not replace any terms applicable to your purchase of advertising inventory from Facebook, and such terms will continue to apply to your ad campaigns for which you are using Coupons. In the event of any conflict between these Terms and such terms or the Terms of Service, these Terms will govern solely with respect to your use of Coupons, and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time, and your continued use of these features constitutes acceptance of those changes.

Last Updated November 6, 2018

Airton | Government

**FACEBOOK**



**From:** Julia Eisman  
**Sent:** Thu, 10 Sep 2020 00:41:22 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Airton Tatoug Kamdem; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Annie Lewis; Payton Iheme; Genelle Adrien; Sharon Yang  
**Subject:** Re: CDC Ad Credits

No problem at all. Take your time! We're here if you have questions.

Julia

> On Sep 9, 2020, at 8:34 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:  
>  
> Hi Julia – We are still very interested but still need to get back to you on it. Sorry for delay!  
>  
> From: Julia Eisman <juliaeisman@fb.com>  
> Sent: Tuesday, September 8, 2020 5:14 PM  
> To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Airton Tatoug Kamdem <airtonkamdem@fb.com>  
> Cc: Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
> Subject: Re: CDC Ad Credits  
>  
> Hi Jay and team,  
> I hope you had a nice long weekend! Just wanted to reach out and see if you had any follow-up questions on the measurement materials we sent. Let me know if it would help to hop on a quick call to walk through the methodology or process.  
>  
> Best,  
> Julia  
>  
>  
> \_\_\_\_\_  
> Julia Eisman  
> North America Lead  
> Government, Politics & Advocacy  
> [signature\_1538531330]  
>  
>  
>  
> From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov<mailto:ifb5@cdc.gov>>  
> Date: Friday, August 28, 2020 at 1:41 PM  
> To: Julia Eisman <juliaeisman@fb.com<mailto:juliaeisman@fb.com>>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl@cdc.gov<mailto:cjyl@cdc.gov>>, Airton Tatoug Kamdem <airtonkamdem@fb.com<mailto:airtonkamdem@fb.com>>  
> Cc: "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov<mailto:qck9@cdc.gov>>, Annie Lewis <alewis@fb.com<mailto:alewis@fb.com>>, Payton Iheme <payton@fb.com<mailto:payton@fb.com>>, Genelle Adrien <genelleadrien@fb.com<mailto:genelleadrien@fb.com>>, Sharon Yang <syang@fb.com<mailto:syang@fb.com>>  
> Subject: RE: CDC Ad Credits  
>

> Hi Julia – Confirming receipt. Thanks for talking to us about this project this week. We'll review and be back in touch!

>

>

> Jay H. Dempsey

>

> On behalf of the JIC Social Media Team

> COVID-19 Response, Joint Information Center

> U.S. Centers for Disease Control and Prevention (CDC)

>

> Teleworking

> Mobile: 404-910-8478

>

>

>

> From: Julia Eisman <juliaeisman@fb.com<mailto:juliaeisman@fb.com>>

> Sent: Friday, August 28, 2020 1:23 PM

> To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov<mailto:ifb5@cdc.gov>>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov<mailto:qck9@cdc.gov>>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov<mailto:cjyl@cdc.gov>>; Airton Tatoug Kamdem <airtonkamdem@fb.com<mailto:airtonkamdem@fb.com>>

> Cc: Annie Lewis <alewis@fb.com<mailto:alewis@fb.com>>; Payton Itheme <payton@fb.com<mailto:payton@fb.com>>; Genelle Adrien <genelleadrien@fb.com<mailto:genelleadrien@fb.com>>; Sharon Yang <syang@fb.com<mailto:syang@fb.com>>

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>

>

> You can find here<[https://urldefense.proofpoint.com/v2/url?u=https-3A\\_\\_we.tl\\_t-2D3fRCYVb2rP&d=DwMGaQ&c=5VD0RTtNITH3ycd41b3MUw&r=UkTrlvNm3FdMOCYln6Mc4RqQHLZo9pXkWiUOJr\\_JUgo&m=DeN7xlscfhVH6xNhcAN-QAaqtipZ\\_N7HuGEILaafqUM&s=jPMc8UA7t-025pE8jxQkXUqY-g5sHfRmxA7kFPsVnJ4&c-](https://urldefense.proofpoint.com/v2/url?u=https-3A__we.tl_t-2D3fRCYVb2rP&d=DwMGaQ&c=5VD0RTtNITH3ycd41b3MUw&r=UkTrlvNm3FdMOCYln6Mc4RqQHLZo9pXkWiUOJr_JUgo&m=DeN7xlscfhVH6xNhcAN-QAaqtipZ_N7HuGEILaafqUM&s=jPMc8UA7t-025pE8jxQkXUqY-g5sHfRmxA7kFPsVnJ4&c-)>, a questions guide for a holistic overview of our polling framework -- this is the general process we'd go through with you to identify the best way to understand how the CDC's messaging is resonating across your core audiences.

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> Best,  
> Julia

>  
>  
> \_\_\_\_\_  
> Julia Eisman  
> North America Lead  
> Government, Politics & Advocacy  
> [signature\_841087247]

>  
>  
> From: Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)<<mailto:airtonkamdem@fb.com>>>  
> Date: Tuesday, August 25, 2020 at 8:52 PM  
> To: "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)<<mailto:ifb5@cdc.gov>>>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[qck9@cdc.gov](mailto:qck9@cdc.gov)<<mailto:qck9@cdc.gov>>>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>  
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> Subject: Re: CDC Ad Credits

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> Cc: Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)<<mailto:juliaeisman@fb.com>>>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)<<mailto:alewis@fb.com>>>, Payton Theme <[payton@fb.com](mailto:payton@fb.com)<<mailto:payton@fb.com>>>, Genelle

Adrien <genelleadrien@fb.com<mailto:genelleadrien@fb.com>>, Sharon Yang  
<syang@fb.com<mailto:syang@fb.com>>  
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> Jay

> [cid:image005.jpg@01D686E8.8FBA6360]

>  
> From: Airton Tatoug Kamdem <airtonkamdem@fb.com<mailto:airtonkamdem@fb.com>>

> Sent: Tuesday, August 25, 2020 11:12 AM

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> Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) the new ad credit balance on the account should read \$529,207.42 as of today (8/25).  
> When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found

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> Last Updated November 6, 2018

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>



**From:** Julia Eisman  
**Sent:** Fri, 28 Aug 2020 17:44:01 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: CDC Ad Credits

Sounds great!! 😊 I actually have a few unrelated questions for you on some other campaigns, but I'll reach out separately.

Thank you for your ongoing partnership!!!

Julia

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Friday, August 28, 2020 at 1:41 PM  
**To:** Julia Eisman <juliaeisman@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** RE: CDC Ad Credits

Hi Julia – Confirming receipt. Thanks for talking to us about this project this week. We'll review and be back in touch!

Jay H. Dempsey

On behalf of the JIC Social Media Team  
COVID-19 Response, Joint Information Center  
U.S. Centers for Disease Control and Prevention (CDC)

Teleworking  
Mobile: 404-910-8478

**From:** Julia Eisman <juliaeisman@fb.com>  
**Sent:** Friday, August 28, 2020 1:23 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Genelle Adrien

<genelleadrien@fb.com>; Sharon Yang <syang@fb.com>

**Subject:** Re: CDC Ad Credits

Hi CDC Team,

Apologies if you go this twice, but I got a bounce back from the CDC team the first time around.

It was great to connect yesterday. Just wanted to share some of the resources discussed during the call. As always, we can arrange another call to talk further.

**What:** In a nutshell, Brand Lift is a measurement option that allows partners to think about metrics beyond reach or impressions, and consider things like behavior change, messaging/creative effectiveness, and more as a result of your campaign. It allows partners to ask questions around like awareness of the message, ad recall, intent to take an action, message association and others. This type of measurement is something we see other government agencies do as a type of barometer on the overall effectiveness of the campaign.

**How:** There are some parameters, and it would require minimal lift from your teams. We would work together on identifying the measurement objectives/questions, and we would manage the process from there on out. You can [click here](#) for a high level understanding of the Brand Lift Methodology, and we'd be happy to discuss more on a call.

[You can find here](#), a questions guide for a holistic overview of our polling framework -- this is the general process we'd go through with you to identify the best way to understand how the CDC's messaging is resonating across your core audiences.

Additionally, we do have a short blueprint training on the concept [here](#), in case it is helpful for the broader team.

Please let us know your thoughts as you go through the initial review internally and we'll start aligning the necessary resources on our end to measure effectively. Reach out if you need anything!

Best,

Julia

--

**Julia Eisman**

North America Lead

Government, Politics & Advocacy

**FACEBOOK**

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Date:** Tuesday, August 25, 2020 at 8:52 PM  
**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: CDC Ad Credits

Thanks Jay,

Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

Thank you,  
-Airton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, August 25, 2020 at 4:46 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** RE: CDC Ad Credits

Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms & Conditions. However, I'm not seeing an option on our payment settings page to adjust the account spending limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.

Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you include Hallie Averbach on the meeting invite when you send?

Thanks & please let me know how I can resolve the issue around updating the account spending limit.

Jay

### Daily Summary

**August 25, 2020**

Daily spend is deducted from your balance.

**\$529,207.42**

Available Balance

### Payment Methods

[Add Money](#)

Credits

[View More](#)



#### Ad Credits

Will be charged before other payment methods for ads run after credit was claimed.

**Total**

**\$529,207.42**

### Payment Details

**Prepaid Balance: \$0.00**

Inactive



#### Ad Credit: \$0.00 USD

Expires on 12/30/20, 11:59 PM

Will be charged before other payment methods for ads run after credit was claimed.

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Tuesday, August 25, 2020 11:12 AM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>

**Subject:** CDC Ad Credits

Hi CDC Team,

Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) – the new *ad credit* balance on the account should read \$529,207.42 as of today (8/25).

When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found \_\_\_\_ & below). We will complete transfer of remaining coupons. **Please adjust the account spending limit to the new total by following the instructions [here](#).**

### **Ad Credit Coupon Terms and Conditions**

1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the email or other notification sent to you with your Coupon details and by these terms and conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad Coupon Terms, then you must not use Coupons.
2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (\_\_\_\_\_), Facebook’s Commercial Terms (\_\_\_\_\_), and Facebook’s Advertising Policies (\_\_\_\_\_).
3. You must have an advertiser account in good standing with Facebook to redeem Coupons. Facebook is solely responsible for determining whether your account is in good standing and its decision in this regard is final.
4. Coupons have no cash value and no refund, cash or any other substitute will be provided if all or some of the Coupon amount is not redeemed before the applicable expiration date.
5. Coupons will not be replaced if lost, stolen or otherwise rendered irredeemable. If you suspect that a Coupon is being used without your permission or in breach of the Ad Coupon Terms, please contact Facebook immediately.
6. All Coupon redemptions are final and are subject to review and verification by Facebook.
7. Coupons are void where: (i) their use is restricted, prohibited or taxed; (ii) they are not obtained through legitimate channels; (iii) any part of the Coupon is counterfeit, altered, defective, tampered with or irregular in any way; (iv) the Coupon is obtained through fraud or deception; (v) or where other restrictions apply.
8. Facebook reserves the right to charge you for advertising that has been paid for by Coupons if your use of Coupons is in breach of the Ad Coupon Terms.
9. Facebook may amend, suspend, or terminate Coupons at any time without prior notice or consent.
10. Any questions or issues relating to Coupons will be determined at Facebook’s sole discretion and its decisions in this regard are final and binding.
11. You must not use Coupons in any way that would violate applicable laws, including in a manner that would constitute bribery, an illegal kickback, an illegal campaign contribution, or any other violation of applicable anti-corruption, political activity, or other laws.
12. If you are a government or political entity or official, then you agree that your receipt and use of Coupons is in compliance with all rules and regulations applicable to your entity or organization governing the acceptance of things of value. A government entity includes, but is not limited to, government agencies at any level, businesses owned or controlled by a government entity or official, and public international organizations (such as the United Nations or the World Health Organization). A government official includes any officials, employees, and anyone else who acts in an official capacity on behalf of any of the above, as well as their family members. A political entity or official means political parties, campaigns, and candidates, including any officials,

employees, and anyone else who acts in an official capacity on their behalf, as well as their family members.

13. Facebook may update or amend the Ad Coupon Terms at any time without prior notice to you.

These Terms govern your use of Coupons. Use of Coupons are part of "Facebook Products" under Facebook's Terms of Service (\_\_\_\_\_), and your use of these Coupons is deemed part of your use of, and actions on, the "Facebook Products." These Terms do not replace any terms applicable to your purchase of advertising inventory from Facebook, and such terms will continue to apply to your ad campaigns for which you are using Coupons. In the event of any conflict between these Terms and such terms or the Terms of Service, these Terms will govern solely with respect to your use of Coupons, and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time, and your continued use of these features constitutes acceptance of those changes.

Last Updated November 6, 2018

Airton | Government

**FACEBOOK**

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Wed, 23 Sep 2020 20:46:32 +0000  
**To:** Julia Eisman  
**Cc:** Airton Tatoug Kamdem; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: CDC Ad Credits

Hi Julia- Thanks for following up. No questions from us, but we are discussing with some teams about potentially utilizing brand lift. I hope to have some more info for you once we iron out some details on our end.

We'll be in touch!

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

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

**From:** Julia Eisman <juliaeisman@fb.com>  
**Sent:** Wednesday, September 23, 2020 8:28 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Subject:** Re: CDC Ad Credits

Jay,  
I hope this finds you well. Just wanted to follow-up here and see if there are any further questions we can help answer on brand lift? Please let us know how we can support as you consider this.

Best,  
Julia

—  
Julia Eisman  
North America Lead  
Government, Politics & Advocacy  
**FACEBOOK**

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Friday, August 28, 2020 at 1:41 PM  
**To:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[qck9@cdc.gov](mailto:qck9@cdc.gov)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** RE: CDC Ad Credits

Hi Julia – Confirming receipt. Thanks for talking to us about this project this week. We'll review and be back in touch!

Jay H. Dempsey

On behalf of the JIC Social Media Team  
COVID-19 Response, Joint Information Center  
U.S. Centers for Disease Control and Prevention (CDC)

Teleworking  
Mobile: 404-910-8478

**From:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>  
**Sent:** Friday, August 28, 2020 1:23 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[qck9@cdc.gov](mailto:qck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: CDC Ad Credits

Hi CDC Team,

Apologies if you go this twice, but I got a bounce back from the CDC team the first time around.

It was great to connect yesterday. Just wanted to share some of the resources discussed during the call. As always, we can arrange another call to talk further.

**What:** In a nutshell, Brand Lift is a measurement option that allows partners to think about metrics beyond reach or impressions, and consider things like behavior change, messaging/creative



effectiveness, and more as a result of your campaign. It allows partners to ask questions around like awareness of the message, ad recall, intent to take an action, message association and others. This type of measurement is something we see other government agencies do as a type of barometer on the overall effectiveness of the campaign.

**How:** There are some parameters, and it would require minimal lift from your teams. We would work together on identifying the measurement objectives/questions, and we would manage the process from there on out. You can [click here](#) for a high level understanding of the Brand Lift Methodology, and we'd be happy to discuss more on a call.

[You can find here](#), a questions guide for a holistic overview of our polling framework -- this is the general process we'd go through with you to identify the best way to understand how the CDC's messaging is resonating across your core audiences.

Additionally, we do have a short blueprint training on the concept [here](#), in case it is helpful for the broader team.

Please let us know your thoughts as you go through the initial review internally and we'll start aligning the necessary resources on our end to measure effectively. Reach out if you need anything!

Best,  
Julia

---

Julia Eisman  
North America Lead  
Government, Politics & Advocacy  
**FACEBOOK**

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Date:** Tuesday, August 25, 2020 at 8:52 PM

**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

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**Subject:** Re: CDC Ad Credits

Thanks Jay,

Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

Thank you,  
-Airton

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

**Date:** Tuesday, August 25, 2020 at 4:46 PM

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.

Jay

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**August 25, 2020**

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Available Balance

Payment Methods

Add Money

Credits

View More



**Ad Credits**

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Inactive



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**Sent:** Tuesday, August 25, 2020 11:12 AM

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10. Any questions or issues relating to Coupons will be determined at Facebook’s sole discretion and its decisions in this regard are final and binding.
11. You must not use Coupons in any way that would violate applicable laws, including in a manner that would constitute bribery, an illegal kickback, an illegal campaign contribution, or any other violation of applicable anti-corruption, political activity, or other laws.
12. If you are a government or political entity or official, then you agree that your receipt and use of Coupons is in compliance with all rules and regulations applicable to your entity or organization governing the acceptance of things of value. A government entity includes, but is not limited to, government agencies at any level, businesses owned or controlled by a government entity or official, and public international organizations (such as the United Nations or the World Health Organization). A government official includes any officials, employees, and anyone else who acts in an official capacity on behalf of any of the above, as well as their family members. A political entity or official means political parties, campaigns, and candidates, including any officials,

employees, and anyone else who acts in an official capacity on their behalf, as well as their family members.

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Last Updated November 6, 2018

Airton | Government

**FACEBOOK**

**From:** Bonander, Jason (CDC/OCOO/OCIO)  
**Sent:** Sat, 14 Mar 2020 09:53:25 +0000  
**To:** Peter Hargarten  
**Cc:** Berger, Sherri (CDC/OCOO/OD); Patel, Anita (CDC/DDID/NCIRD/OD); Holloway, Rachel (CDC/OCOO/OD); Henry Wei; Bo Wang; Todd Mekjian; Jan Antonaros; Ashley Zlatinov; Julie Black; Crawford, Carol Y. (CDC/OD/OADC); OConnor, John (CDC/DDID/NCEZID/OD)  
**Subject:** Re: CDC Alert on Google for Healthcare Search

Thanks Peter. I believe Anita's team is updating the protocol which may be a driver as to the best time to get on a call. While I can't absolutely speak for Anita, we're pretty flexible to schedule a discussion over the weekend.

J

---

Jason Bonander  
Deputy Chief Information Officer  
Centers for Disease Control and Prevention  
770.488.5606 | 404.323.2213  
**From:** Peter Hargarten <phargarten@google.com>  
**Sent:** Saturday, March 14, 2020 12:10:28 AM  
**To:** Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>  
**Cc:** Berger, Sherri (CDC/OCOO/OD) <sob8@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Holloway, Rachel (CDC/OCOO/OD) <khx1@cdc.gov>; Henry Wei <henryweimd@google.com>; Bo Wang <callmebo@google.com>; Todd Mekjian <toddme@google.com>; Jan Antonaros <jantonaros@google.com>; Ashley Zlatinov <ashleykz@google.com>; Julie Black <jblack@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>  
**Subject:** Re: CDC Alert on Google for Healthcare Search

Thanks for the response, and apologies for the delay – wanted to be sensitive to the many threads this afternoon. It'd be enormously helpful to schedule a call asap – considering the urgency, I'm certainly happy to connect over the weekend, otherwise Monday AM would be ideal.

To answer your question: a CDC link is integrated alongside WHO content when users search for COVID-19 info. The alert we're proposing with the CDC would display for users searching for healthcare facilities (e.g. UCSF Emergency Room) – useful in that it can raise awareness for folks who don't specifically search for COVID-19 info right when they're looking for care.

Assuming you'd like us to move forward, our two priorities are to

- 1) confirm the exact content you would like us to show given the limited space,
- 2) confirm the behavior (What types of medical facilities should trigger this alert on? Would you like us to link to a page on the CDC site?)

Let me know what times work well for you – we're eager to support you folks.

Best,  
Peter

On Fri, Mar 13, 2020 at 2:38 PM Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov> wrote:  
Quick follow up - we're all living in an eternal now. Anita and I are available at any time for a call.

Thanks,  
J

.....  
Jason Bonander  
Deputy Chief Information Officer  
Centers for Disease Control and Prevention  
[770.488.5606](tel:770.488.5606) | [404.323.2213](tel:404.323.2213)

**From:** Bonander, Jason (CDC/OCOO/OCIO)

**Sent:** Friday, March 13, 2020 4:32:53 PM

**To:** Peter Hargarten <[phargarten@google.com](mailto:phargarten@google.com)>; Berger, Sherri (CDC/OCOO/OD) <[sob8@cdc.gov](mailto:sob8@cdc.gov)>;  
Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Holloway, Rachel (CDC/OCOO/OD)  
<[khx1@cdc.gov](mailto:khx1@cdc.gov)>

**Cc:** Henry Wei <[henryweimd@google.com](mailto:henryweimd@google.com)>; Bo Wang <[callmebo@google.com](mailto:callmebo@google.com)>; Todd Mekjian  
<[toddme@google.com](mailto:toddme@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Ashley Zlatinov  
<[ashleykz@google.com](mailto:ashleykz@google.com)>; Julie Black <[jblack@google.com](mailto:jblack@google.com)>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>

**Subject:** RE: CDC Alert on Google for Healthcare Search

Hi Peter,

We definitely feel the sense of urgency here. I'm including a couple of our senior leaders working strategic COVID-19 comms placement (and have had regular dialogue with Google). I want to ensure we're connecting these strands. The FAQs/Q&As available on [cdc.gov](http://cdc.gov) (updated regularly) address a wide variety of scenarios. Is Google already leveraging/integrating/surfacing those in an automated fashion into search results (vs just exposing a link to the FAQs)?

Regardless, sounds like a quick call (now?) might be useful to ensure we're all pulling in the same direction.

J

**From:** Peter Hargarten <[phargarten@google.com](mailto:phargarten@google.com)>

**Sent:** Friday, March 13, 2020 2:35 PM

**To:** Berger, Sherri (CDC/OCOO/OD) <[sob8@cdc.gov](mailto:sob8@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD)  
<[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Holloway, Rachel

(CDC/OCOO/OD) <khx1@cdc.gov>

**Cc:** Henry Wei <henryweimd@google.com>; Bo Wang <callmebo@google.com>; Todd Mekjian <toddme@google.com>; Jan Antonaros <jantonaros@google.com>; Ashley Zlatinov <ashlcykz@google.com>; Julie Black <jblack@google.com>

**Subject:** Re: CDC Alert on Google for Healthcare Search

+Rachel Holloway per Sherri's out-of-office message

On Fri, Mar 13, 2020 at 11:30 AM Peter Hargarten <phargarten@google.com> wrote:

Hi folks,

Peter here, leading an effort with the Health team to quickly launch an alert w/ CDC recommendations exactly when users are searching for healthcare services on Google (e.g. Hospital near me, Urgent care near me). We can launch very quickly (<2wks), but need to connect asap to align content & recommendations.

**A go/no-go on the usefulness/priority/urgency so we can keep things in motion. If the answer is "Go" it'd be best to get a call setup today or as soon as possible.**

**What is the feature?**

When users search for any healthcare facility on Google.com or Google Maps. Above the map results, we can show an alert communicating to users (note: placeholder text adapted from CDC site): "*Call before visiting healthcare professionals to help prevent spread of the coronavirus*". Clicking "more info" will expand to include additional information. Our placeholder text is: "*Call before visiting if you have any of the following: Fever, Cough, Difficulty breathing, Been in contact with a person with the coronavirus, Visited areas with active coronavirus cases.*"

**Explicit delivery/approval of content, ideally hosted on cdc.gov**

**Where will it be shown?**

We have the ability to target the alert to the following categories (adapted from CDC recommendations by our clinical folks):

- Systemic high risk: ER, Hospitals
- Vulnerable large group risk: Nursing homes, Rehab care, Dialysis centers
- Vulnerable patient risk: Pulmonology, Geriatrics, Internal Medicine, Cardiology, Endocrinology, Rheumatology, Oncology, Post-surgical care
- General population risk: Urgent care, General outpatient (clinics, family health centers, dental, behavioral health)



**Explicit direction on which segments to show the alert (e.g. the CDC's intended audience for the content)**

Once we cover these three high-priority approvals, we should address 1) translation priorities, and 2) setup the appropriate channels to stay in sync should recommendations change. This level of initial approval will also be very important for the Screeners work led by Bo Wang, MD and Todd.

Best regards,  
Peter

--

Peter Hargarten | Product Manager | [phargarten@google.com](mailto:phargarten@google.com) | 206-853-6069

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Peter Hargarten | Product Manager | [phargarten@google.com](mailto:phargarten@google.com) | 206-853-6069

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Peter Hargarten | Product Manager | [phargarten@google.com](mailto:phargarten@google.com) | 206-853-6069

**From:** Henry Wei  
**Sent:** Fri, 13 Mar 2020 16:34:30 -0400  
**To:** Bonander, Jason (CDC/OCOO/OCIO)  
**Cc:** Ashley Zlatinov; Berger, Sherri (CDC/OCOO/OD); Bo Wang; Crawford, Carol Y. (CDC/OD/OADC); Holloway, Rachel (CDC/OCOO/OD); Jan Antonaros; Julie Black; OConnor, John (CDC/DDID/NCEZID/OD); Patel, Anita (CDC/DDID/NCIRD/OD); Peter Hargarten; Todd Mekjian  
**Subject:** Re: CDC Alert on Google for Healthcare Search

Hi Jason. Setting up a call link now.

On Fri, Mar 13, 2020 at 4:32 PM Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov> wrote:

Hi Peter,

We definitely feel the sense of urgency here. I'm including a couple of our senior leaders working strategic COVID-19 comms placement (and have had regular dialogue with Google). I want to ensure we're connecting these strands. The FAQs/Q&As available on [cdc.gov](https://www.cdc.gov) (updated regularly) address a wide variety of scenarios. Is Google already leveraging/integrating/surfacing those in an automated fashion into search results (vs just exposing a link to the FAQs)?

Regardless, sounds like a quick call (now?) might be useful to ensure we're all pulling in the same direction.

J

**From:** Peter Hargarten <phargarten@google.com>  
**Sent:** Friday, March 13, 2020 2:35 PM  
**To:** Berger, Sherri (CDC/OCOO/OD) <sob8@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Holloway, Rachel (CDC/OCOO/OD) <khx1@cdc.gov>  
**Cc:** Henry Wei <henryweimd@google.com>; Bo Wang <callmcbo@google.com>; Todd Mekjian <toddmc@google.com>; Jan Antonaros <jantonaros@google.com>; Ashley Zlatinov <ashleykz@google.com>; Julie Black <jblack@google.com>  
**Subject:** Re: CDC Alert on Google for Healthcare Search

+Rachel Holloway per Sherri's out-of-office message

On Fri, Mar 13, 2020 at 11:30 AM Peter Hargarten <[phargarten@google.com](mailto:phargarten@google.com)> wrote:

Hi folks,

Peter here, leading an effort with the Health team to quickly launch an alert w/ CDC recommendations exactly when users are searching for healthcare services on Google (e.g. Hospital near me, Urgent care near me). We can launch very quickly (<2wks), but need to connect asap to align content & recommendations.

**A go/no-go on the usefulness/priority/urgency so we can keep things in motion. If the answer is "Go" it'd be best to get a call setup today or as soon as possible.**

#### **What is the feature?**

When users search for any healthcare facility on Google.com or Google Maps. Above the map results, we can show an alert communicating to users (note: placeholder text adapted from CDC site): "*Call before visiting healthcare professionals to help prevent spread of the coronavirus*". Clicking "more info" will expand to include additional information. Our placeholder text is: "*Call before visiting if you have any of the following: Fever, Cough, Difficulty breathing, Been in contact with a person with the coronavirus, Visited areas with active coronavirus cases.*"

**Explicit delivery/approval of content, ideally hosted on [cdc.gov](https://www.cdc.gov)**

#### **Where will it be shown?**

We have the ability to target the alert to the following categories (adapted from CDC recommendations by our clinical folks):

- Systemic high risk: ER, Hospitals
- Vulnerable large group risk: Nursing homes, Rehab care, Dialysis centers
- Vulnerable patient risk: Pulmonology, Geriatrics, Internal Medicine, Cardiology, Endocrinology, Rheumatology, Oncology, Post-surgical care
- General population risk: Urgent care, General outpatient (clinics, family health centers, dental, behavioral health)

**Explicit direction on which segments to show the alert (e.g. the CDC's intended audience for the content)**

Once we cover these three high-priority approvals, we should address 1) translation priorities, and 2) setup the appropriate channels to stay in sync should recommendations change. This level of initial approval will also be very important for the Screeners work led by Bo Wang, MD and Todd.

Best regards,  
Peter

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Peter Hargarten | Product Manager | [phargarten@google.com](mailto:phargarten@google.com) | [206-853-6069](tel:206-853-6069)

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Peter Hargarten | Product Manager | [phargarten@google.com](mailto:phargarten@google.com) | [206-853-6069](tel:206-853-6069)

**From:** Payton IHEME  
**Sent:** Mon, 30 Mar 2020 17:16:00 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE  
**Attachments:** image005.jpg, image006.jpg, image007.jpg, image008.gif

Not a problem. Will stand by if needed.  
Best,  
Payton

Sent from my iPhone

On Mar 30, 2020, at 12:58 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Yes, we've been engaging with Many Chat since late Friday.

(b)(6); (b)(5)

(b)(5); (b)(6)

I'll mention to Fred your tech support might be available but not sure he needs that yet.

Thank you for checking!

**From:** Payton IHEME <payton@fb.com>  
**Sent:** Monday, March 30, 2020 12:53 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

Anything needed from our end? Not sure if you got to check in with ManyChat? Or have questions from our technical team about them or others?

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Friday, March 27, 2020 at 12:53 PM  
**To:** Payton IHEME <payton@fb.com>  
**Subject:** RE: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Thanks, I'm going to get in touch with manychat as I have to do a gift award before we do much more.

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Friday, March 27, 2020 12:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

**Next Steps:**

(b)(5)

**Key decision to be made:** (b)(5)

- **Simple:** (b)(5)

(b)(5)

Does this help?

I know that things are getting a bit worse in the USA and folks are confused on what guidance to follow, so let us know what more you need on this item and we will follow up.

Best,

Payton

**From:** Payton Itheme <payton@fb.com>

**Date:** Thursday, March 26, 2020 at 9:02 PM

**To:** Carol Crawford <cjy1@cdc.gov>

**Subject:** CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

This is a technical email and I can have my technical product team (*likely my co-workers Sharon and Gail can reach out*) follow up as needed once you let me know. (b)(5)

(b)(5)

**Next Steps:**

(b)(5)

**Key decision to be made**

(b)(5)

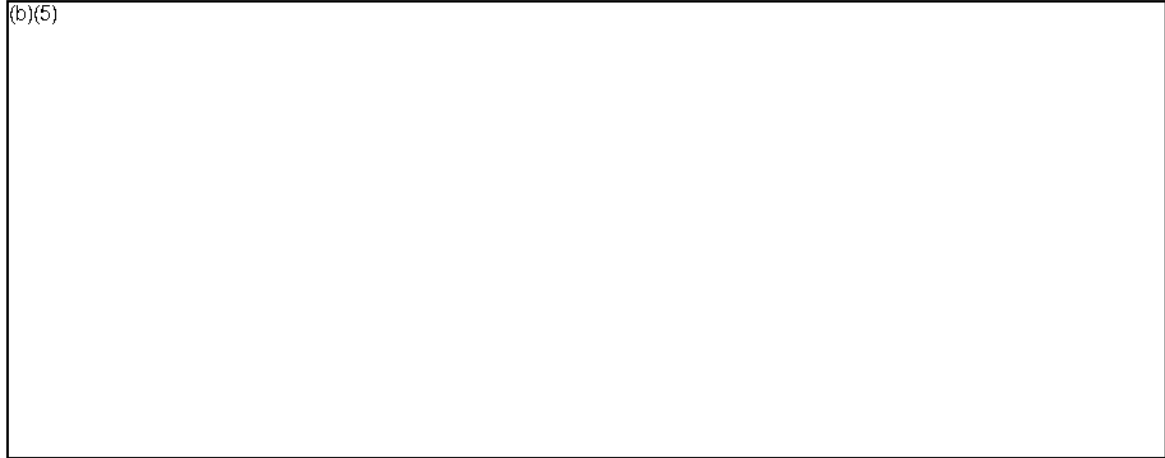
• **Simple:** (b)(5)

(b)(5)

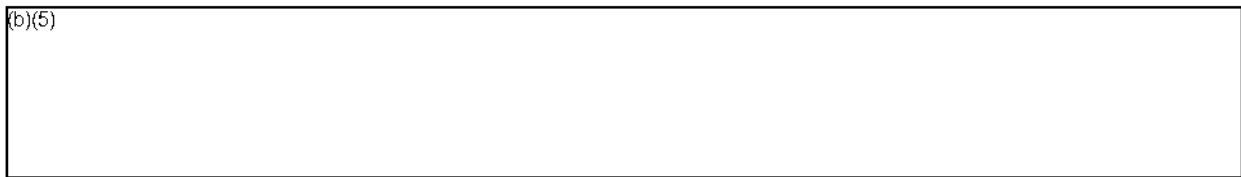
o **Complex:** (b)(5)

(b)(5)

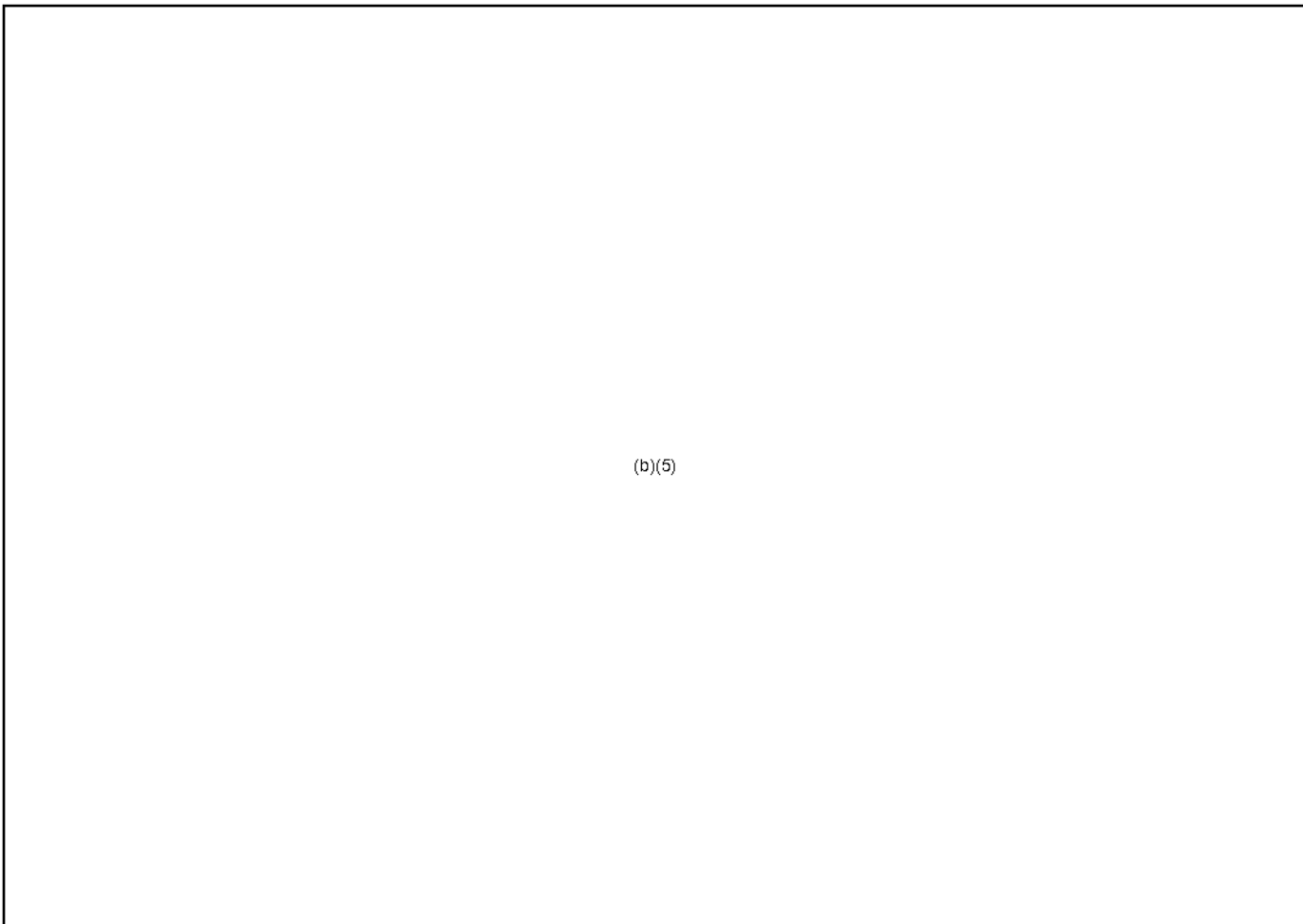
(b)(5)



(b)(5)



**Additional Background:**



(b)(5)



(b)(5)

(b)(5)

(b)(5)

<image008.gif>

Payton Ihome  
U.S. Public Policy  
[Facebook](#)

(b)(5)

(b)(5)

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 30 Mar 2020 16:57:50 +0000  
**To:** Payton Iheme  
**Subject:** RE: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Yes, we've been engaging with Many Chat since late Friday.

(b)(5); (b)(6)

(b)(5); (b)(6)

I'll mention to Fred your tech support might be available but not sure he needs that yet.

Thank you for checking!

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Monday, March 30, 2020 12:53 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

Anything needed from our end? Not sure if you got to check in with ManyChat? Or have questions from our technical team about them or others?

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Friday, March 27, 2020 at 12:53 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** RE: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Thanks, I'm going to get in touch with manychat as I have to do a gift award before we do much more.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Friday, March 27, 2020 12:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

**Next Steps:**

(b)(5)

**Key decision to be made:**

(b)(5)

- **Simple:**

(b)(5)

Does this help?

I know that things are getting a bit worse in the USA and folks are confused on what guidance to follow, so let us know what more you need on this item and we will follow up.

Best,

Payton

**From:** Payton Ihome <payton@fb.com>

**Date:** Thursday, March 26, 2020 at 9:02 PM

**To:** Carol Crawford <cjy1@cdc.gov>

**Subject:** CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

This is a technical email and I can have my technical product team(*likely my co-workers Sharon and Gail can reach out*) follow up as needed once you let me know. (b)(5)

(b)(5)

**Next Steps:**

(b)(5)

**Key decision to be made** (b)(5)

- **Simple:** (b)(5)

(b)(5)

- **Complex:** (b)(5)

(b)(5)

(b)(5)

(b)(5)

**Additional Background:**

(b)(5)



(b)(5)

**From:** Payton Iheme  
**Sent:** Fri, 27 Mar 2020 17:04:28 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

I understand.

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Friday, March 27, 2020 at 12:53 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** RE: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Thanks, I'm going to get in touch with manychat as I have to do a gift award before we do much more.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Friday, March 27, 2020 12:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

**Hi Carol,**

**Next Steps:**

(b)(5)

**Key decision to be made** (b)(5)

- **Simple:** (b)(5)

(b)(5)

(b)(5)

Does this help?

I know that things are getting a bit worse in the USA and folks are confused on what guidance to follow, so let us know what more you need on this item and we will follow up.

Best,

Payton

**From:** Payton Itheme <payton@fb.com>  
**Date:** Thursday, March 26, 2020 at 9:02 PM  
**To:** Carol Crawford <cjy1@cdc.gov>  
**Subject:** CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

This is a technical email and I can have my technical product team (*likely my co-workers Sharon and Gail can reach out*) follow up as needed once you let me know. (b)(5)

(b)(5)

**Next Steps:**

(b)(5)

**Key decision to be made** (b)(5)

- **Simple:** (b)(5)

(b)(5)

(b)(5)

[Redacted]

o **Complex:**

(b)(5)

(b)(5)

[Redacted]

(b)(5)

[Redacted]

**Additional Background:**

(b)(5)

(b)(5)

(b)(5)

(b)(5)

## FACEBOOK

**Payton Itheme**

U.S. Public Policy

Facebook

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 27 Mar 2020 01:10:55 +0000  
**To:** Payton Itheme  
**Subject:** RE: CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

We were thinking Simple. (b)(5)

(b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Thursday, March 26, 2020 9:02 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** CDC and messenger ----COMMERCIAL-IN-CONFIDENCE

Hi Carol,

This is a technical email and I can have my technical product team (*likely my co-workers Sharon and Gail can reach out*) follow up as needed once you let me know. (b)(5)

(b)(5)

**Next Steps:**

(b)(5)

**Key decision to be made:** Complexity - Select developer based on user experience.

• **Simple:** (b)(5)

(b)(5)

(b)(5)

o **Complex:** (b)(5)

(b)(5)

(b)(5)

(b)(5)

**Additional Background:**

For governments and organizations, there are several key benefits to using Messenger as an incremental communication channel:

(b)(5)



(b)(5)

An example of an automated Messenger experience may have a simple Q&A menu

(b)(5)

# FACEBOOK

**Payton Iheme**

U.S. Public Policy

Facebook

**From:** Payton Ihome  
**Sent:** Wed, 11 Mar 2020 16:36:31 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC and QPs

I have it and provided to our team!  
Thank you!

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, March 11, 2020 at 9:49 AM  
**To:** Payton Ihome <payton@fb.com>  
**Subject:** RE: CDC and QPs

Gosh – I had this half typed yesterday and so many issue came up.

(b)(5)



**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, March 10, 2020 8:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** CDC and QPs

Good evening Carol,

I wanted to share an update on your requests related to our (b)(5)

(b)(5)

(b)(5) and have some follow up questions. Please let us know if you'd like to set up separate time to discuss, or just address over email.

(b)(5)

Best,

Payton

**From:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)  
**Sent:** Tue, 31 Mar 2020 18:25:42 +0000  
**To:** Kevin Hatcher;Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Iheme;Seman, Caroline (CDC/DDID/NCEZID/DVBD);Dempsey, Jay H. (CDC/OD/OADC);Young, Cathy (CDC/DDID/NCEZID/OD)  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** COVID Stress and Coping for FB.docx

Kevin,

(b)(5)

Please let me know if you need anything additional.  
Maggie

**Maggie Silver, MPH**

Health Communication Specialist  
Arboviral Diseases Branch  
Division of Vector Borne Diseases  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention  
[msilver@cdc.gov](mailto:msilver@cdc.gov)  
970-266-3554

**From:** Kevin Hatcher <khatcher@fb.com>  
**Sent:** Sunday, March 29, 2020 5:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pw3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

Thanks,  
Kevin

Sent from my iPhone

On Mar 29, 2020, at 4:01 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

I should have also added more info.

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sunday, March 29, 2020 6:52 PM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)>  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <[uvt8@cdc.gov](mailto:uvt8@cdc.gov)>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <[pwi3@cdc.gov](mailto:pwi3@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Young, Cathy (CDC/DDID/NCEZID/OD) <[cay2@cdc.gov](mailto:cay2@cdc.gov)>  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Sunday, March 29, 2020 6:48 PM  
**To:** Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <[uvt8@cdc.gov](mailto:uvt8@cdc.gov)>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <[pwi3@cdc.gov](mailto:pwi3@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Good evening,

Do let us know if you need anything else in order to answer the questions Kevin needed feedback on.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 6:05 PM, Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)> wrote:

(b)(5)

**From:** Payton Itheme <payton@fb.com>

**Date:** Friday, March 27, 2020 at 3:01 PM

**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Kevin Hatcher <khatcher@fb.com>

**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <pwi3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Adding in Kevin to help with details.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 5:54 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

Got it on the rest.

CDC team – I'll check on logo issues.

(b)(5)

**From:** Payton Itheme <payton@fb.com>

**Sent:** Friday, March 27, 2020 5:38 PM

**To:** Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

As relayed on the call, we're happy to target additional populations such as youth as the content becomes available. Just let us know.

(b)(5)

(b)(5)

Best,

Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>

<Copy of (CDC) COVID-19 SLU Outlines.pdf>



(b)(5)

**From:** Kevin Hatcher  
**Sent:** Tue, 31 Mar 2020 18:45:31 +0000  
**To:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD); Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Itheme; Seman, Caroline (CDC/DDID/NCEZID/DVBD); Dempsey, Jay H. (CDC/OD/OADC); Young, Cathy (CDC/DDID/NCEZID/OD)  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Hi Maggie,

Thanks for sending this over. (b)(5)

(b)(5)

Does this make sense to you all?

Best,  
Kevin

**From:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>  
**Date:** Tuesday, March 31, 2020 at 11:27 AM  
**To:** Kevin Hatcher <khatcher@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Cc:** Payton Itheme <payton@fb.com>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <pwi3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Young, Cathy (CDC/DDID/NCEZID/OD)" <cay2@cdc.gov>  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

Kevin,

(b)(5)

Please let me know if you need anything additional.  
Maggie

**Maggie Silver, MPH**

Health Communication Specialist  
Arboviral Diseases Branch  
Division of Vector Borne Diseases  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention  
[msilver@cdc.gov](mailto:msilver@cdc.gov)

970-266-3554

**From:** Kevin Hatcher <khatcher@fb.com>  
**Sent:** Sunday, March 29, 2020 5:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Itheme <payton@fb.com>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pw3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

Thanks,  
Kevin

Sent from my iPhone

On Mar 29, 2020, at 4:01 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

I should have also added more info.

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sunday, March 29, 2020 6:52 PM  
**To:** Payton Itheme <payton@fb.com>; Kevin Hatcher <khatcher@fb.com>  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pw3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Young,

Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>

**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

**From:** Payton Itheme <payton@fb.com>

**Sent:** Sunday, March 29, 2020 6:48 PM

**To:** Kevin Hatcher <khatcher@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Good evening,

Do let us know if you need anything else in order to answer the questions Kevin needed feedback on.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 6:05 PM, Kevin Hatcher <khatcher@fb.com> wrote:

(b)(5)

**From:** Payton Itheme <payton@fb.com>

**Date:** Friday, March 27, 2020 at 3:01 PM

**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Kevin Hatcher <khatcher@fb.com>

**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <pwi3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Adding in Kevin to help with details.

Best,

Payton

Sent from my iPhone

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(b)(5)

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CDC team – I'll check on logo issues

(b)(5)

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**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

As relayed on the call, we're happy to target additional populations such as youth as the content becomes available. Just let us know.

(b)(5)

(b)(5)

(b)(5)

Best,

Payton

**From:** payton@fb.com

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** tel:+1-408-740-7256,,,,886245064#

<Copy of (CDC) COVID-19 SLU Outlines.pdf>

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 31 Mar 2020 21:08:41 +0000  
**To:** Kevin Hatcher  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

Yes, will send in Am. (or maybe tonight but doubt it)

**From:** Kevin Hatcher <khatcher@fb.com>  
**Sent:** Tuesday, March 31, 2020 4:20 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Hi Carol,

(b)(5)

Thanks,  
Kevin

P.S. (b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Tuesday, March 31, 2020 at 11:32 AM  
**To:** Kevin Hatcher <khatcher@fb.com>  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

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(b)(5)

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**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Hi Carol,

Thanks again for taking the time (b)(5)

(b)(5)

- **Unit 1, Post 3.**

(b)(5)

- **Unit 2, Post 2.**

(b)(5)

Please advise.

Thanks,  
Kevin

(b)(5)



(b)(5)

**From:** Kevin Hatcher <khatcher@fb.com>  
**Sent:** Monday, March 30, 2020 2:04:48 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Ihome <payton@fb.com>; Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Thanks, Carol!

(b)(5)

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Kevin

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(b)(5)

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(b)(5)

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**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

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(b)(5)

(b)(5)

(b)(5)

Best,

Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256>,886245064#

**From:** Kevin Hatcher  
**Sent:** Tue, 31 Mar 2020 18:46:26 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Hi Carol- No problem; (b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
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**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

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Thanks again for taking the time (b)(5)

(b)(5)

- **Unit 1, Post 3.**

(b)(5)

- **Unit 2, Post 2.**

(b)(5)

Please advise.

Thanks,  
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(b)(5)

(b)(5)

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(b)(5)

(b)(5)

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**When:** 3:30 PM - 4:30 PM March 27, 2020

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**Location:** <tel:+1-408-740-7256>,886245064#

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 31 Mar 2020 18:31:30 +0000  
**To:** Kevin Hatcher  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** Copy of (CDC) COVID-19 SLU Outlines (002)\_DO\_KLP.pdf

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(b)(5) n.

- **Unit 1, Post 3.**

(b)(5)

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(b)(5)

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(b)(5)

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**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** tel:+1-408-740-7256,,,,886245064#

(b)(5)

(b)(5)



(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)



(b)(5)

(b)(5)

(b)(5)

**From:** Young, Cathy (CDC/DDID/NCEZID/OD)  
**Sent:** Tue, 31 Mar 2020 17:47:37 +0000  
**To:** Kevin Hatcher; Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Ihome  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

(b)(5) Carol, do you want to do that or do you want me to?

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**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
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(b)(5)

- **Unit 1, Post 3.**

(b)(5)

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(b)(5)

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(b)(5)

(b)(5)

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**Location:** <tel:+1-408-740-7256>,886245064#



**From:** Martin, Tonya D. (CDC/DDID/OD)  
**Sent:** Thu, 10 Sep 2020 13:33:55 +0000  
**To:** sonyimba@google.com  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD); Smith, Fred (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Raizes, Elliot (CDC/DDPHSIS/CGH/DGHT); Lee, Leslie (CDC/DDID/NCIRD/OD); Savel, Tom (CDC/OCOO/OCIO); White, Peter M. (CDC/OCOO/OCIO); Adhikari, Amitabh Prasad (CDC/DDPHSIS/CGH/DGHT) (CTR); Armstrong, Paige A (CDC/DDID/NCEZID/DVBD); Strona, Frank (CDC/DDID/NCHHSTP/DSTDP); Maddox, Nicole (CDC/DDID/NCIRD/OD) (CTR); Rose, Michelle A. (CDC/DDPHSIS/CGH/OD); Megan Ryskamp; Jan Antonaros  
**Subject:** RE: CDC/Google Meeting

Today, we are excited to announce that the English version v63 of Coronavirus Self-Checker (aka Clara Health Bot) is now live in production and posted to GitHub (<https://github.com/CDCgov/covid19healthbot>). V63 has more complete functionality to help individuals (above 2 years) monitor and manage symptoms of Covid-19.

We can discuss on our next weekly call, after you have had time to download and review the updated algorithm.

Best regards,

Tonya

**Tonya D Martin, MPH, PMP**  
*Deputy, Tools and Analytics Unit  
Health Systems Coordination Team  
Health Systems and Worker Safety Task Force  
CDC COVID-19 Response*

-----Original Appointment-----

**From:** Martin, Tonya D. (CDC/DDID/OD)  
**Sent:** Friday, August 7, 2020 12:02 PM  
**To:** Martin, Tonya D. (CDC/DDID/OD); Adhikari, Amitabh Prasad (CDC/DDPHSIS/CGH/DGHT) (CTR); Armstrong, Paige A (CDC/DDID/NCEZID/DVBD); Strona, Frank (CDC/DDID/NCHHSTP/DSTDP); Maddox, Nicole (CDC/DDID/NCIRD/OD) (CTR)  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD); Smith, Fred (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Raizes, Elliot (CDC/DDPHSIS/CGH/DGHT); De Perio, Marie A. (CDC/NIOSH/OD); Lee, Leslie (CDC/DDID/NCIRD/OD); Savel, Tom (CDC/OCOO/OCIO); White, Peter M. (CDC/OCOO/OCIO); sonyimba@google.com  
**Subject:** CDC/Google Meeting  
**When:** Wednesday, September 16, 2020 1:00 PM-1:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** <https://cdc.zoomgov.com/j/1610162195?pwd=ejVQMUIRY2xURUszZjkveitsSVd4dz09>

Hello All,

Here's the updated Zoom link for our weekly meeting. Please delete the previous one. This one is recurring through 12/16/2020.

Thanks, Tonya

Join ZoomGov Meeting

<https://cdc.zoomgov.com/j/1610162195?pwd=ejVQMUIRY2xURUszZjkveitsSVd4dz09>

Meeting ID: 161 016 2195

Passcode: 5L%=DHGG

One tap mobile

+16692545252,,1610162195#,,,,,0#,,43065131# US (San Jose)

+16468287666,,1610162195#,,,,,0#,,43065131# US (New York)

Dial by your location

+1 669 254 5252 US (San Jose)

+1 646 828 7666 US (New York)

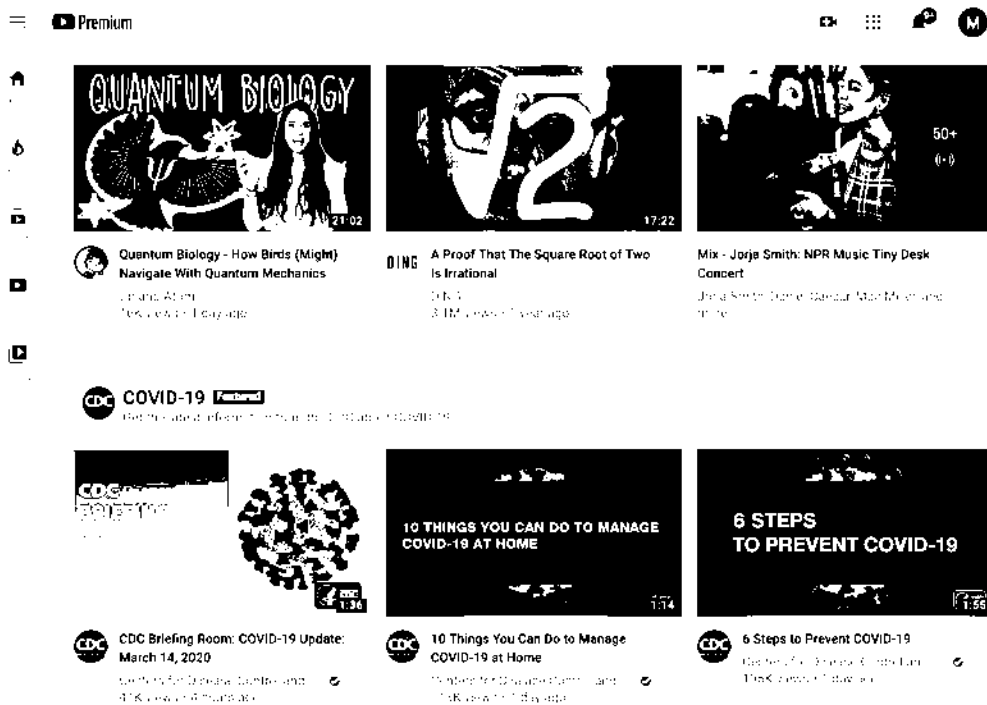
Meeting ID: 161 016 2195

Passcode: 43065131

Find your local number: <https://cdc.zoomgov.com/u/adnAoZhUr>

**From:** Malik Ducard  
**Sent:** Sat, 14 Mar 2020 21:02:04 -0700  
**To:** Lansdale, Ashley (CDC/OD/OADC) (CTR)  
**Cc:** Ashley V. N. Hayes; Crawford, Carol Y. (CDC/OD/OADC); Lee Hadlow; Nira Goren; Stanley Onyimba; Chelsea Burkett; Rupesh Doshi; Duggan, Charlotte U. (CDC/OD/OADC); Angela Courtin  
**Subject:** Re: CDC/YouTube call regarding video style

Thanks Ashley! And FYI - we've gone live with the new video across the home page. Here's a screenshot from my home page:



On Sat, Mar 14, 2020 at 5:50 PM Lansdale, Ashley (CDC/OD/OADC) (CTR) <ohz8@cdc.gov> wrote:

Hi Malik, thanks! (b)(5)

(b)(5) Glad to know this would be helpful for y'all.

Λ

Get Outlook for iOS

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Saturday, March 14, 2020 8:10:55 PM  
**To:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <ohz8@cdc.gov>  
**Cc:** Ashley V. N. Hayes <avnhayes@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>; Stanley Onyimba <sonyimba@google.com>; Chelsea Burkett <cburkett@google.com>; Rupesh Doshi <rupeshdoshi@google.com>; Duggan, Charlotte U. (CDC/OD/OADC) <ctd3@cdc.gov>; Angela Courtin

<courtin@google.com>

**Subject:** Re: CDC/YouTube call regarding video style

Thanks Ashley! Again, very informative. Will share this with the team right now.

(b)(5)

Thanks again -M

On Sat, Mar 14, 2020 at 4:37 PM Lansdale, Ashley (CDC/OD/OADC) (CTR) <ohz8@cdc.gov> wrote:

Good afternoon,

Please see the latest CDC Briefing Room update linked below. If you have any questions, please let me know.

<https://www.youtube.com/watch?v=9cfYC4YLSu4>

Thanks,

A

**Ashley Lansdale**

Public Affairs Specialist (ICF Contractor)

o. [404-718-5959](tel:404-718-5959); c. [813-240-0516](tel:813-240-0516)

**From:** Lansdale, Ashley (CDC/OD/OADC) (CTR)

**Sent:** Friday, March 13, 2020 7:43 PM

**To:** [mducard@google.com](mailto:mducard@google.com)

**Cc:** Ashley V. N. Hayes <[avnhayes@google.com](mailto:avnhayes@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>; Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>; Angela Courtin <[courtin@google.com](mailto:courtin@google.com)>

**Subject:** RE: CDC/YouTube call regarding video style

Hi Google team,

Please see new videos from CDC below. The CDC Briefing Room is obviously timely for today. Please let us know if you have any questions or would like to discuss.

<https://www.youtube.com/watch?v=qPoptbtBjkg>

<https://www.youtube.com/watch?v=9Ay4u7OYOhA>

<https://www.youtube.com/watch?v=r7qq0nWjbWQ>

Thanks!

A

**Ashley Lansdale**

Public Affairs Specialist (ICF Contractor)

o. [404-718-5959](tel:404-718-5959); c. [813-240-0516](tel:813-240-0516)

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>

**Sent:** Wednesday, March 11, 2020 6:59 PM

**To:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>

**Cc:** Ashley V. N. Hayes <[avnhaycs@google.com](mailto:avnhaycs@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>; Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>; Angela Courtin <[courtin@google.com](mailto:courtin@google.com)>

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All the best,

Malik

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<ohz8@cdc.gov> wrote:

Hi Google team,

Great speaking with you today and looking forward to (b)(5)

Meantime, (b)(5)

(b)(5)

I also recommend the following:

- What you need to know about handwashing
- COVID:19 What Older Adults Need to Know

Please reach out to me if you have any questions or would like to discuss anything moving forward.

Thanks again for your support!

Λ

**Ashley Lansdale**  
Public Affairs Specialist (ICF Contractor)

o. 404-718-5959; c. 813-240-0516

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**Sent:** Wednesday, March 11, 2020 11:01 AM  
**To:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Cc:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>; Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>  
**Subject:** Re: CDC/YouTube call regarding video style

Hi Ashley L.,

Would your team be available to meet today at 10:00am PT or 11:00am PT?

Thanks,

Ashley

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Great thanks. Ashley Hayes cced will help coordinate a time for us early today.

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Thanks!

A

**Ashley Lansdale**

Public Affairs Specialist (ICF Contractor)

o. 404-718-5959; c. 813-240-0516

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Sent:** Wednesday, March 11, 2020 9:42 AM

**To:** [mducard@google.com](mailto:mducard@google.com); Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>

**Cc:** Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>; Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>

**Subject:** CDC/YouTube call regarding video style

Malik We'd like to take you up on your offer for a call later today or early tomorrow on the (b)(5) Charlotte and Ashley copied her are the primary people for the call so I'll let you all sort out a time.

Thank you for your ongoing help and support!

--



- Ashley Hayes
- Administrative Business Partner
- [avnhayes@google.com](mailto:avnhayes@google.com)
- 424-354-5983



**From:** Lansdale, Ashley (CDC/OD/OADC) (CTR)  
**Sent:** Thu, 12 Mar 2020 20:55:36 +0000  
**To:** Angela Courtin;Malik Ducard  
**Cc:** Ashley V. N. Hayes;Crawford, Carol Y. (CDC/OD/OADC);Lee Hadlow;Nira Goren;Stanley Onyimba;Chelsea Burkett;Rupesh Doshi;Duggan, Charlotte U. (CDC/OD/OADC)  
**Subject:** RE: CDC/YouTube call regarding video style

Angela, thanks so much for this! (b)(5) Appreciate the quick turnaround.

A

**Ashley Lansdale**  
Public Affairs Specialist (ICF Contractor)  
o. 404-718-5959; c. 813-240-0516

**From:** Angela Courtin <courtin@google.com>  
**Sent:** Thursday, March 12, 2020 10:14 AM  
**To:** Malik Ducard <mducard@google.com>  
**Cc:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <ohz8@cdc.gov>; Ashley V. N. Hayes <avnhayes@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Lee Hadlow <lhadow@google.com>; Nira Goren <ngoren@google.com>; Stanley Onyimba <sonyimba@google.com>; Chelsea Burkett <cburkett@google.com>; Rupesh Doshi <rupeshdoshi@google.com>; Duggan, Charlotte U. (CDC/OD/OADC) <ctd3@cdc.gov>  
**Subject:** Re: CDC/YouTube call regarding video style

Hi Ashley and Charlotte,

(b)(5)

best,  
angela

On Wed, Mar 11, 2020 at 3:59 PM Malik Ducard <mducard@google.com> wrote:  
Thanks very much, Ashley. I've cc:ed Angela Courtin who leads our creative teams here who will be following up with you soon.

(b)(5)

All the best,  
Malik

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Hi Google team,

Great speaking with you today and looking forward to (b)(5)

(b)(5)

I also recommend the following:

- [What you need to know about handwashing](#)
- [COVID:19 What Older Adults Need to Know](#)

Please reach out to me if you have any questions or would like to discuss anything moving forward.

Thanks again for your support!

A

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**Cc:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>; Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>

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Ashley

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Malik, we are very excited to talk with you. How soon can you talk today? Just let me know a couple of times that work best and I'll coordinate dial-in, etc.

Thanks!

A

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**Sent:** Wednesday, March 11, 2020 9:42 AM

**To:** [mducard@google.com](mailto:mducard@google.com); Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>

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**Subject:** CDC/YouTube call regarding video style

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(b)(5)

Charlotte and Ashley copied her are the primary people for the call so I’ll let you all sort out a time.

Thank you for your ongoing help and support!

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- Administrative Business Partner
- [avnhaves@google.com](mailto:avnhaves@google.com)
- 424-354-5983

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---

**Angela Courtin** | YouTube Marketing | 310-795-2757 | [courtin@google.com](mailto:courtin@google.com)

**From:** Lansdale, Ashley (CDC/OD/OADC) (CTR)  
**Sent:** Sat, 14 Mar 2020 01:35:20 +0000  
**To:** mducard@google.com  
**Cc:** Ashley V. N. Hayes; Crawford, Carol Y. (CDC/OD/OADC); Lee Hadlow; Nira Goren; Stanley Onyimba; Chelsea Burkett; Rupesh Doshi; Duggan, Charlotte U. (CDC/OD/OADC); Angela Courtin  
**Subject:** Re: CDC/YouTube call regarding video style

This is amazing, Malik. Thank you all so much!

Λ

Get [Outlook for iOS](#)

**From:** Malik Ducard <mducard@google.com>

**Sent:** Friday, March 13, 2020 9:30:57 PM

**To:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <ohz8@cdc.gov>

**Cc:** Ashley V. N. Hayes <avnhayes@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>; Stanley Onyimba <sonyimba@google.com>; Chelsea Burkett <cburkett@google.com>; Rupesh Doshi <rupeshdoshi@google.com>; Duggan, Charlotte U. (CDC/OD/OADC) <ctd3@cdc.gov>; Angela Courtin <courtin@google.com>

**Subject:** Re: CDC/YouTube call regarding video style

Thanks, Ashley and team.

The video looks good and is very helpful.

- YouTube Twitter feed tweeted it out to its 72M followers.
- We're also pushing it live to our YT home page in the US, along with the 2 evergreen videos on desktop, which takes within 24 hours to update.
- We've also posted the 2 evergreen videos to our Covid-19 playlist on the YT Spotlight page.

Tweets & replies

Media

Likes



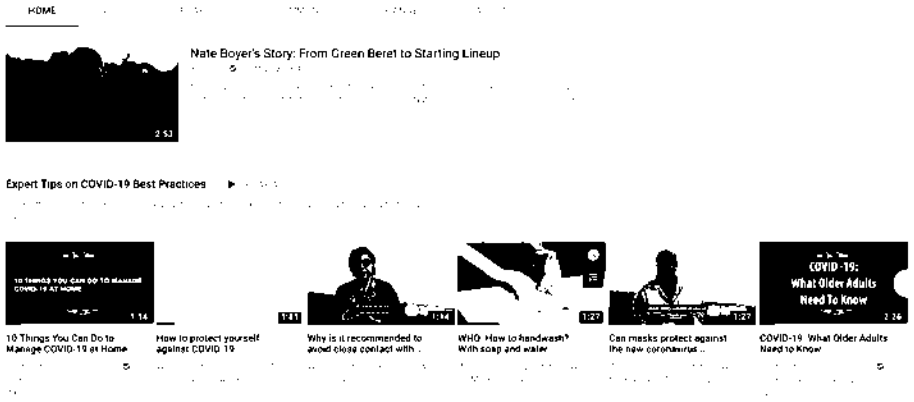
**YouTube** @YouTube · 11m

Did you know [@CDCgov](#) is on YouTube? Here's today's briefing, and you can visit their channel for updates and information on preventing COVID-19, 10 things you can do if you suspect you're sick and more:



YouTube

11m



Thanks!

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(b)(5)

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**Cc:** Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>; Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>  
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- Ashley Hayes
- Administrative Business Partner
- [avnhayes@google.com](mailto:avnhayes@google.com)
- [424-354-5983](tel:424-354-5983)

**From:** Payton Iheme  
**Sent:** Thu, 11 Jun 2020 13:18:54 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC<>FB engagement model

Hi Carol, Yes,  
It can wait. They are just brainstorming ideas to consider if they help.  
And do reach out to me as soon as you are free at 202-770-8206 or 469-835-6198. This week or Monday... whatever works for you.

Best,  
Payton

Sent from my iPhone

On Jun 11, 2020, at 9:06 AM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

I'm on leave this week but if this is urgent, I can respond. Can it wait? I'd also like to talk to you individually if possible – maybe Monday?

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, June 10, 2020 12:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>; Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** CDC<>FB engagement model

Hi Carol/Becky,

We were planning to use today's call to share our current thinking about the Coronavirus Information Center and continue the discussion about how we might best partner on content. We'd love to hear your thoughts over email if you're able to share any, otherwise we can also pick up the discussion next week.

(b)(5)

(b)(5)

We look forward to your feedback.

Thanks,  
Priya and Payton

**From:** Priya Gangolly  
**Sent:** Tue, 16 Jun 2020 19:50:20 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC);McDaniel, Rebecca (CDC/OD/OADC)  
**Cc:** Payton Iheme;Nisha Deolalikar  
**Subject:** Re: CDC<>FB engagement model

Hi Carol,

Thank you for passing along this content and we look forward to connecting tomorrow.

Priya

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Tuesday, June 16, 2020 at 10:06 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>, Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** RE: CDC<>FB engagement model

Priya – I was out last week so I'm still considering the below options.

But, I did want to send a link to some new content that I might of interest to FB.

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/deciding-to-go-out.html>

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, June 10, 2020 12:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>; Nisha Deolalikar <ndeolalikar@fb.com>  
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(b)(5)

(b)(5)

We look forward to your feedback.

Thanks,  
Priya and Payton

**Sent:** Wed, 1 Jul 2020 19:04:35 +0000  
**To:** Stanley Onyimba;Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Cc:** Cong Chen;Smith, Fred (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR);Hadar Shkolnik  
**Subject:** RE: Change in KP markup on Prevention

Thanks for the update. We will definitely work on the face covering update.

Also, Fred and I also have reminded the screener team.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Wednesday, July 1, 2020 2:40 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Hadar Shkolnik <hadarth@google.com>  
**Subject:** Re: Change in KP markup on Prevention

+Hadar Shkolnik

Hi CDC Team,

Hope you are well and able to enjoy some time off over the holiday weekend. As we enter the second half of the year, I wanted to provide a quick summary of recent team changes including an update to our COVID-19 OSRP refresh schedule.

1. New technical POC for markup
  - a. Cong Chen has transitioned to a new role within Search and **Hadar** (cc'd) will be your new technical contact for COVID-19 OSRP/KP markup updates. Please include Hadar on emails related to the markup refresh process moving forward. I will continue to be your main point of contact for content updates and broader COVID-19 initiatives.
  - b. Hadar is based in Tel Aviv, Israel where the work week is Sunday through Thursday
2. Moving from M/W/F refresh schedule to Tuesday/Thursday refresh.
  - . **Tuesday** refresh - partners to have **content ready by Friday EOD**, Google will begin evaluation on Sunday including MD/UX review to be completed by Monday EOD and the changes will be published in the KPs on Tuesday.
  - a. **Thursday** refresh - partners to have content **ready by Tuesday EOD**, Google will begin evaluation on Wednesday including MD/UX review to be completed by Wednesday EOD and the changes will be published in the KPs on Thursday.

Separately, we've noticed that the CDC has added great content on cloth masks to the prevention guidance on [this page](#). This type of content is extremely helpful for users and could be marked up/added to the COVID-19 OSRP in the next refresh:

- CDC recommends that people wear cloth face coverings in public settings and when around people outside of their household, especially when other social distancing measures are difficult to maintain.

- Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others.

Please let me know if you have any questions.

Thanks,  
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
There has been an update in the KP markup of the Coronavirus page  
<https://www.cdc.gov/coronavirus/2019-ncov/index.html> ; specifically in removing a bullet (Stay at home as much as possible.) in the Prevention section;



The content will be revised from the original page. The content will be updated to reflect the most current information available. The content will be updated to reflect the most current information available.

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- Review the content for accuracy and consistency with the most current information available.
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- **Stay at home is much as possible**
- Put distance between yourself and other people at each level.
- Cover your mouth and nose with a cloth or tissue when you cough or sneeze.
- Avoid touching your eyes, nose, and mouth.
- Avoid close contact with people who have a fever or cough.

 Learn more at [www.cdc.gov](https://www.cdc.gov).

The updated code is live on the <https://www.cdc.gov/coronavirus/2019-ncov/index.html> page. In reviewing the Partner On-boarding Documentation's Post-launch data updates, it indicates that updates will be pulled on M, W, F and that they then go into a QA process for review. Given that, when should we expect to see today's update reflected in the Knowledge Panel?

Thanks,

Scott

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Tue, 7 Jul 2020 12:03:16 +0000  
**To:** Hadar Shkolnik  
**Cc:** Stanley Onyimba; Cong Chen; Crawford, Carol Y. (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC); McDaniel, Rebecca (CDC/OD/OADC)  
**Subject:** Re: Change in KP markup on Prevention

Thanks Hadar.

**From:** Hadar Shkolnik <hadarth@google.com>  
**Sent:** Tuesday, July 7, 2020 4:58 AM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Cong Chen <congchen@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Subject:** Re: Change in KP markup on Prevention

Dear CDC team,  
I hope you're doing well!  
It's a pleasure to meet you all :)  
The new prevention content is now live -

Coronavirus

News Videos Images Books Maps News Alerts

COVID-19 alert  
Coronavirus disease

STAY HOME. SAVE LIVES.  
Help stop coronavirus

- 1 **STAY** home as much as you can
- 2 **KEEP** a safe distance
- 3 **WASH** hands often
- 4 **COVER** your cough
- 5 **SICK?** Call ahead

Learn how to prevent the spread of COVID-19

[More info](#)

The best way to prevent illness is to avoid being exposed to this virus. Learn how COVID-19 spreads and practice these actions to help prevent the spread of this illness.

To help prevent the spread of COVID-19, everyone should:

- Clean your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol
- Avoid close contact with people who are sick
- Put distance between yourself and other people (at least 6 feet).
- Cover your mouth and nose with a cloth face cover when around others
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash
- Clean and disinfect frequently touched objects and surfaces daily.
- CDC recommends that people wear cloth face coverings in public settings and when around people outside of their household, especially when other social distancing measures are difficult to maintain
- Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others

[Learn more on cdc.gov](#)

Do let me know if you have any questions at this point, I'll be happy to assist.  
All the best,  
Hadar

**Hadar Shkolnik**  
Partner Technology Manager  
Google • gUP • Live Results, Search  
[hadarth@google.com](mailto:hadarth@google.com)

On Fri, Jul 3, 2020 at 12:17 AM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

Hi Stanley and Hadar,

We went ahead and added the two bullet items you suggested to the existing Prevention markup.

We look forward to seeing this update.

Thanks,

Scott

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Thursday, July 2, 2020 7:13 AM  
**To:** Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Stanley Onyimba <sonyimba@google.com>  
**Cc:** Cong Chen <congchen@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Hadar Shkolnik <hadarth@google.com>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Subject:** RE: Change in KP markup on Prevention

Hi Stanley and Hadar,

You suggested adding additional information for prevention. Would this add a second markup block for prevention similar to the Treatment section. Something like this;

```
{
  "@type": "HealthTopicContent",
  "description": "<p>The best way to prevent illness is to avoid being exposed to this virus. Learn how COVID-19 spreads and practice these actions to help prevent the spread of this illness.</p>",
  "hasHealthAspect": "http://schema.org/PreventionHealthAspect",
  "url": "https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html",
  "hasPart": [
    {
      "@type": "WebPageElement",
      "text": "<p>To help prevent the spread of COVID-19, everyone should:</p><ul><li>Clean your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol.</li><li>Avoid close contact with people who are sick.</li><li>Put distance between yourself and other people (at least 6 feet).</li><li>Cover your mouth and nose with a cloth face cover when around others.</li><li>Cover your cough or sneeze with a tissue, then throw the tissue in the trash.</li><li>Clean and disinfect frequently touched objects and surfaces daily.</li></ul>"
    }
  ]
},
```

```
{
"@type": "HealthTopicContent",
"description": "<p>Considerations for Wearing Cloth Face Coverings</p>",
"hasHealthAspect": "http://schema.org/PreventionHealthAspect",
"url": "https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cloth-face-cover-guidance.html",
"hasPart": [
{
"@type": "WebPageElement",
"text": "<ul><li>Clean.</li>CDC recommends that people wear cloth face coverings in public settings and when around people outside of their household, especially when other social distancing measures are difficult to maintain.<li>Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others.</li></ul>"
}
]
},
```

Or are you suggesting adding the two new face covering bullets to the existing Prevention list and still only having the existing prevention.html link?

Thanks,

Scott

**From:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Sent:** Wednesday, July 1, 2020 3:03 PM  
**To:** Stanley Onyimba <sonyimba@google.com>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Hadar Shkolnik <hadarth@google.com>  
**Subject:** RE: Change in KP markup on Prevention

Thanks Stanley and shalom Hadar,

We'll work on these changes as they are good recommendations and let you know when they're ready.

Thanks for the note about the timing changes.

Fred

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+Hadar Shkolnik

Hi CDC Team,

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  1. Cong Chen has transitioned to a new role within Search and **Hadar** (cc'd) will be your new technical contact for COVID-19 OSRP/KP markup updates. Please include Hadar on emails related to the markup refresh process moving forward. I will continue to be your main point of contact for content updates and broader COVID-19 initiatives.
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- CDC recommends that people wear cloth face coverings in public settings and when around people outside of their household, especially when other social distancing measures are difficult to maintain.
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The content will be reviewed and then a final review will be conducted to ensure that the content is accurate and up-to-date.

Key messages for the content will be developed as follows:

- Review content for accuracy and consistency with the latest information available
- Review content for clarity and readability
- Review content for consistency with the overall messaging
- **Content should be as simple as possible**
- Put a space between words and other elements at each level
- Use a consistent font size and style throughout the document
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- Review content for consistency with the overall messaging

 [Learn more about us](#)

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**Sent:** Wed, 1 Jul 2020 19:03:25 +0000  
**To:** Stanley Onyimba;Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Cc:** Cong Chen;Crawford, Carol Y. (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR);Hadar Shkolnik  
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**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Subject:** Re: Change in KP markup on Prevention

Hi Scott and everyone,

Wanted to let you know that the data refresh happened earlier today and the latest content is live with the changes you outlined earlier.

Have a great weekend ahead!  
Cong

On Thu, May 7, 2020 at 11:26 AM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:  
Thanks.

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Sent:** Thursday, May 7, 2020 11:25 AM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Subject:** Re: Change in KP markup on Prevention

Yes, if we know ahead of time the anticipated changes on an upcoming cycle (aka, M/W/F), we can pre-load the data changes in dev and get the QA kicked off earlier (especially for complex changes where QA takes time). That said the actual data push will still happen on the predefined schedule (due to coordination/resource constraints).

Hope this helps and let us know if you have any follow up questions!  
Cong

On Thu, May 7, 2020 at 11:17 AM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:  
Thanks Cong,

Should we continue to send these type of heads-up emails about changes we make to the markup?

Thanks,

Scott

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Sent:** Thursday, May 7, 2020 11:15 AM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Subject:** Re: Change in KP markup on Prevention

Hi Scott,

Thanks for the heads-up! Typically it is the QA that takes time, for simple changes like this, we should be able to get the update pushed early tomorrow (PT).

Thanks,  
Cong


On Thu, May 7, 2020 at 11:04 AM Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov> wrote:  
Hi Cong and Stanley,

There has been an update in the KP markup of the Coronavirus page <https://www.cdc.gov/coronavirus/2019-ncov/index.html> ; specifically in removing a bullet (Stay at home as much as possible.) in the Prevention section;

Code that will convert the content of the page to a list of links that will be used to generate the Knowledge Panel.

Code that will convert the content of the page to a list of links that will be used to generate the Knowledge Panel.

- Stay at home as much as possible.
- Avoid going to crowded places and public events.
- Avoid going to work, school, or public places if you are sick.
- Avoid going to work, school, or public places if you are sick.
- Avoid going to work, school, or public places if you are sick.
- Avoid going to work, school, or public places if you are sick.
- Avoid going to work, school, or public places if you are sick.
- Avoid going to work, school, or public places if you are sick.
- Avoid going to work, school, or public places if you are sick.
- Avoid going to work, school, or public places if you are sick.

 Learn more about GitHub

The updated code is live on the <https://www.cdc.gov/coronavirus/2019-ncov/index.html> page. In reviewing the Partner On-boarding Documentation's Post-launch data updates, it indicates that updates will be pulled on M, W, F and that they then go into a QA process for review. Given that, when should we expect to see today's update reflected in the Knowledge Panel?

Thanks,

Scott

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Annie Lewis  
**Sent:** Sun, 22 Mar 2020 15:33:40 +0000  
**To:** Hood, Emily (CDC/OD/OADC) (CTR);Airton Tatoug Kamdem;Payton Iheme  
**Cc:** Layton, Kathleen (CDC/OD/OADC);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: Checking in & authorizations/disclaimers

Hi Kathleen, Emily, and Jay -

Following up on my note about authorizations and disclaimers, I wanted to touch base to make sure we are aligned on next steps for any new creative you'll be running.

As mentioned before, PSA ads about COVID-19 generally do not require authorizations or disclaimers to run (such as "Be sure to wash your hands often with soap", "everyone can help prevent the spread of COVID-19" or "Practice social distancing and limit travel.") However, if PSA ads on COVID-19 include the name of a current or elected politician or political figure, or their image, these ads will require a disclaimer, as well as additional internal ad reviews. Political figures include elected officials, as well as officials appointed by politicians such as the Surgeon General, the First Lady, or a Cabinet Secretary.

Our team will review the ads in advance to determine whether or not they will require a disclaimer. Ads that require a disclaimer will undergo an additional internal review, which will extend the approval time required to run these ads, and some might be precluded from running with ads credits. The quickest way to get any new PSAs up and running will be to run ads that feature health authorities and do not require a disclaimer (e.g., Dr. Fauci and Dr. Birx.) Ads that feature elected or appointed officials will require additional review time, and so for timeliness and efficiency, it would be best to avoid those.

Please let us know when you'd like to chat about the media planning for upcoming ads, as well as connect on the authorizations & disclaimer process. Given that any ads that require a disclaimer will also be running with Facebook coupons to fund them, we will need to create a specific disclaimer that will read "CDC with Facebook Ad Credits." When your ads run, they will then read "Paid for By CDC with Facebook Ad Credits." We can walk through the process of creating this Government Organization disclaimer option together on the phone; there are some additional resources [here](#). Although we will need to review any ads that leverage this disclaimer option before they go live, it makes sense to prepare the authorizations and disclaimers in advance.

Let me know when you're free to chat about this, and we'll set up a call.

Best,  
Annie

Ads containing the following content will require a disclaimer, as well as additional internal reviews that will lengthen the process, and they may potentially be precluded from running with ads credits:

- The name of a current or elected politician or political figure; or their image. Political figures include officials appointed by politicians such as the Surgeon General, the First Lady.
- Advocacy for a politician/candidate.
- Advocacy for a political party.
- Advocacy for a change to law/policy.

- Advocacy for legislations such as regulations, decrees, executive orders and proclamations like 'shelter-in-place' and 'restricted travel'
- Grassroots advocacy where there is a call to action to an elected official or government.
- Information about voting; times, where to vote etc.

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Friday, March 20, 2020 at 10:47 AM  
**To:** Annie Lewis <alewis@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Ihome <payton@fb.com>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Checking in & authorizations/disclaimers

Hi Annie,

Thank you for sending this—we'll look into it and let you know if we have any questions!

Emily

**Emily Hood**  
 Social Media Specialist  
 Contractor, Northrop Grumman  
 OD/OADC/DPA  
 BB: 470-446-2309  
 Teleworking

**From:** Annie Lewis <alewis@fb.com>  
**Sent:** Wednesday, March 18, 2020 8:07 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Airton Tatoug Kamdem <airtonkamdem@fb.com>; Payton Ihome <payton@fb.com>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Checking in & authorizations/disclaimers

Hi Kathleen, Emily, and Jay –

I'm reaching out to suggest a step we recommend your team take proactively in the event that one of your ads requires one of our Social Issue, Elections, Politics disclaimers. In working with health agencies around the world, sometimes the advertising content will require the use of a disclaimer (there are some examples at the bottom of this email to help ground the kinds of ads that might require a disclaimer, depending on the nature of the content).

In ensuring the CDC is prepared for any upcoming ads, I want to make sure that we are coordinated and prepared for that potential scenario so that there are no delays on your ability to advertise. We will only need to require an authorized individual and the use of this disclaimer on ads that fit our definition of Social Issue, Elections, and Politics, but it will be key to have this set up in advance of that situation.

There are a few steps to this process:

- The individual publishing your ads will need to become authorized (if all 3 of you are placing ads, I recommend each of you complete this process.)
- The CDC will need to set up some disclaimers to run these ads; we can work together on this; in this situation, the disclaimer will represent the entity behind the ads (the CDC) with an added notation that these ads are supported with Facebook ad credits.
- There is a full step by step guide attached.

Once you are authorized, the CDC will need to have a disclaimer. We would recommend you leverage the government disclaimer option (we can walk through this together to make sure it's set up correctly with some considerations in mind.) Once you have submitted this, just let us know and we'll work to get this approved.

Let us know if you would like to get on the phone to talk through or walk through any of this. I'm sensitive to the reality that this is a fast-moving situation, and I want to make sure we are prepared for any developments.

Best,  
Annie

PSA ads about COVID-19 generally would not require disclaimers, like "Be sure to wash your hands often with soap", "Everyone can help prevent the spread of COVID-19" or "Practice social distancing and limit travel."

However, if PSA ads on COVID-19 include one of the following in the ad content, they will require a disclaimer:

- The name of a current or elected politician or political figure; or their image. Political figures include officials appointed by politicians such as the Surgeon General.
- Advocacy for a politician/candidate.
- Advocacy for a political party.
- Advocacy for a change to law/policy.
- Grassroots advocacy where there is a call to action to an elected official or government.
- Information about voting; times, where to vote etc.
- If the ad is about any of the social issues, like Health or Immigration, in a country where we have issue ad policy in place, the ad will require a disclaimer in order to run and are placed in the Ads Library for seven years.

	<b>Ad Example</b>
--	-------------------



<b>Don't require authorization and a "Paid for by" disclaimer</b>	<i>"Be sure to wash your hands often with soap and water for at least 20 seconds. If you feel ill, seek medical advice."</i>
	<i>"While local governments, businesses, schools, and healthcare facilities prepare for the COVID-19 outbreak, you can create a household plan of action too."</i>
	<i>"We can all help level the curve to prevent the spread of the disease. Practice preventative measures – like social distancing and limiting travel – to help keep yourself healthy and reduce community exposure of COVID-19"</i>
	<i>"Everyone can do their part to help prevent the spread of COVID-19"</i>
	<i>"Read the latest research report on how the COVID-19 virus spreads."</i>
<b>Require authorization and a "Paid for by" disclaimer</b>	<i>"Countries should buy more time for hospitals to prepare for the COVID-19 emergency. They should suppress the virus by ensuring testing is available to everybody regardless of income and by closing our borders to immigrants."</i>
	<i>"COVID-19 has now been declared a pandemic. Governments should ensure everybody has free access to tests – which includes all age groups, no matter their job status or if they have insurance coverage. They can improve social distancing by restricting travel to and from highly affected areas in order to fight it."</i>
	<i>"Vaccines are important in fighting infection by preventing viral multiplication. Learn more about how vaccines help."</i>
	<i>"Cases of racial discrimination have been reported during the COVID-19 outbreak. This is an unfortunate development. Everyone should receive equal protection under the law and be protected from any form of discrimination."</i>
	<i>"Congresswoman Elisabeth Rose believes everyone can do their part to help prevent the spread of COVID-19"</i>

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[ohc0@cdc.gov](mailto:ohc0@cdc.gov)>

**Date:** Tuesday, March 17, 2020 at 1:42 PM

**To:** Airtou Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Ithem <[paytoni@fb.com](mailto:paytoni@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifh5@cdc.gov](mailto:ifh5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! Yes, the ad looks good on my end.

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Tuesday, March 17, 2020 12:16 PM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thanks for helping your team keep this in mind. The ad should be back to normal, let us know if you notice otherwise.

Happy to talk through this one, but in cases where curtailing the amount of text is not feasible, to the extent that you can, adding simple motions or animating the text could help towards maximizing delivery/efficiency as well.

Sounds good, let us know when's the best time to sync on your end and we will work around your schedule.

Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Tuesday, March 17, 2020 at 9:50 AM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! We will let our graphics people know about the 20% rule, so they can keep this in mind when creating graphics for our future posts.

I noticed another ad set turned off after it had spent some money. Could you look into this one as well?

Ad Set Name	Status	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent
...	...	...	...	...	...	...	...	...	...

We would be interested in discussing optimizations for the campaigns and will get back to you about potentially setting up another call.

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Monday, March 16, 2020 7:07 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Outside of the text issue, it looks like the Ad (household post 3.13) was scheduled to end yesterday. I can confirm that this Ad stayed active until completion; however, it did have some trouble delivering towards the end because of our existing [text rule](#). When using still images, to the extent that you can, it'd be helpful to use Copy that conveys your message while using text in less than 20% of the image to do so -- this generally helps maximize the efficiency of Still assets (images).

However, understanding that some messages might inherently require more text- particularly in this case, we can address any text penalties that arise to make sure that they can run smoothly - please feel free to flag those to us if it happens again.

Also, I wanted to check in and see how things were going generally. A couple things to check in on: you'll want to apply your next ad coupon to the account before you exhaust the current one and raise your account spending limit accordingly to avoid interrupting campaigns.

Please let us know if you want to hop on the phone at any point this week to chat through ads strategies – we're happy to talk about how to optimize bidding, targeting, or campaign objectives to support the current goals.

Thanks,  
Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obc0@cdc.gov](mailto:obc0@cdc.gov)>  
**Date:** Sunday, March 15, 2020 at 10:04 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you for looking into this! I'm not seeing it live on my end—however the other ads you mentioned are now live.

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Sunday, March 15, 2020 4:35 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obc0@cdc.gov](mailto:obc0@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

The "household post 3.13" Ad you mentioned should now be live, let us know if you see otherwise on your end.

We're also noticing there's a "text" and "in review" notification on some others, just wanted to let you know that we're looking into these as well.

Thank you,

Airtou | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[ehc0@cdc.gov](mailto:ehc0@cdc.gov)>

**Date:** Sunday, March 15, 2020 at 12:33 PM

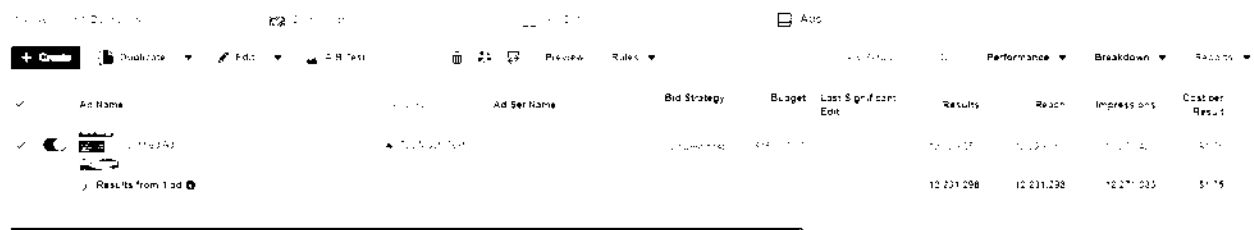
**To:** Airtou Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Theme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifh5@cdc.gov](mailto:ifh5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

The below ad has already been running for 2 days and is supposed to run until 9:45pm tonight. It just turned off with an error saying there is too much text in the ad. Why did it turn off now and is there a way it can be turned back on?



The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation tabs for 'Campaigns', 'Ad Sets', and 'Ads'. Below the navigation, there are several icons for ad management: '+ Create', 'Duplicate', 'Edit', 'AB Test', 'Pause', 'Archive', 'Preview', and 'Rules'. The main content area displays a table of ad performance data. The table has columns for 'Ad Name', 'Ad Set Name', 'Bid Strategy', 'Budget', 'Last Significant Edit', 'Results', 'Reach', 'Impressions', and 'Cost per Result'. There is one row of data visible, representing an ad set named 'Test Set 1' with a budget of \$40,000. The results for this ad set are: Results: 10,231,298; Reach: 10,231,298; Impressions: 10,231,298; Cost per Result: \$1.75.

Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Test Set 1	Test Set 1	Standard	\$40,000	3/15/20	10,231,298	10,231,298	10,231,298	\$1.75

Thanks!!

Emily

**Emily Hood**

Social Media Specialist

Contractor, Northrop Grumman

OD/OADC/DPA

BB: 470-446-2309

Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Saturday, March 14, 2020 3:13 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Sounds good, thank you for confirming Emily.

Get [Outlook for iOS](#)

**From:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Sent:** Saturday, March 14, 2020 3:10:36 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you for looking into this! Yes, all the ads that should be live look good on my end.  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Saturday, March 14, 2020 2:06 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

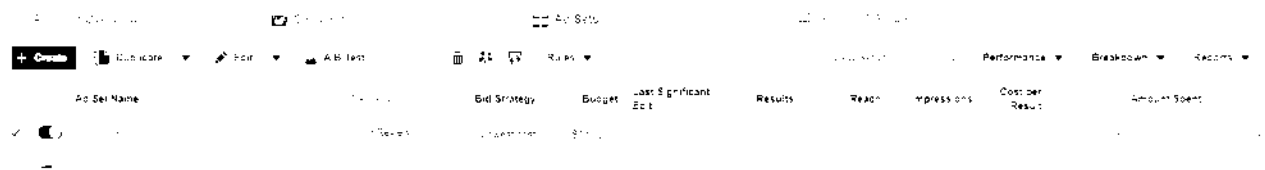
Thanks again for your patience on this, it looks like the 'Symptoms' and 'Prevention Tips' videos are scheduled to start later today and tomorrow, but the other ads that were in review should now be approved and active.  
Please let us know if you notice otherwise on your end, and we'll keep an eye on the next scheduled ads.

Thanks,  
Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Saturday, March 14, 2020 at 11:08 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you so much for this info, it was very helpful!

I set up the below ad to go live yesterday evening, and it is still in review. I was wondering if you could let us know why it has not gone live yet and/or if there's anything we could change on our end?



Ad Set Name	Created	Bid Strategy	Budget	Last Significant Cost	Results	Reach	Impressions	Cost per Result	Amount Spent
...	...	...	...	...	...	...	...	...	...

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Friday, March 13, 2020 1:53 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily, thanks for reaching out,

Looking at the reach numbers, the campaign is performing in line with expectations so far. The “Dr. Butler: Older Adults” ad set is a little more efficient in terms of reach, but that is primarily because you are pushing Video through that Ad Set, and a Static image through the ‘Caregivers’ ad set – Video content tends to receive more engagement on the platform.

The biggest callout to further improve the efficiency of the ‘caregivers’ ad set and any others going forward is to consider opting into automatic placements, as this allows you to connect with your audience regardless of where they are across our placement ecosystem (Facebook Feeds, Stories, Instagram Feed etc.). As the Ad Sets are currently structured, you are telling Facebook to find your core audience, but *only* on Facebook, whereas the people you intend to reach with this message could be on any of our other placements at any given moment. Opting into Auto Placement will allow you get this message to that core audience wherever they are across our platforms (Facebook Feeds, Stories, Instagram etc.).

Continuing to use Ad Sets to distinguish between your audiences and creative/messaging with a Daily Unique Reach objective makes sense.

I also noticed you’re doing two-day pushes with each ad sets, and wondering if this just how you’re looking at budgeting or if you had another goal or structural design in mind?

Let us know if you have any other assets on the horizon we should be thinking about strategies for, or if you’ll be setting up campaigns for the other priority audiences you mentioned, such as travelers or even broad demos?

Happy to hop on the phone at any point, just keep us posted!

Thanks,

Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Friday, March 13, 2020 at 12:48 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

Below is a screenshot of our recent ads’ performance. We were wondering if you could give us any insight on the metrics and/or any suggestions for optimizations? For reference below is more info about the setup of each ad:

**Caregivers: Older Adults Graphic**

Targeting: US, 60-65+ interested in Caregiver or Elderly Care



Placements: Facebook only, newsfeed, marketplace, Facebook video feeds, Facebook groups feed

**Dr. Butler: Older Adults**

Targeting: US, 60-65+

Placements: Facebook only, newsfeed, marketplace, Facebook video feeds, Facebook groups feed

Ad Set Name	Budget	Bid Strategy	Results	Reason	Impressions	Cost per Result	Amount Spent
...	...	...	...	...	...	...	...
...	...	...	...	...	...	...	...
Results from 2 ad sets			3,652,797	3,532,757	3,363,123	\$8.43	\$19,192.97

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Thursday, March 12, 2020 5:28 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Payton Iheme <payton@fb.com>; Annie Lewis <alewis@fb.com>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Of course! Happy to help.

-A

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Thursday, March 12, 2020 at 5:11 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Iheme <payton@fb.com>, Annie Lewis <alewis@fb.com>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! We'll let you know if we have any more questions.

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Thursday, March 12, 2020 4:29 PM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thanks for reaching out! Ad Sets are a great way to distinguish between your targeting audiences, as well as distinguish among the specific messaging or creative you want to relay/showcase to these audiences.

Creating a new Ad Set here could be useful if you have a different message you would like to relay to the existing 60+ audience.

If the messaging or creative is pretty similar, and the audience is the same, it may be best organizationally to add the new creative to the existing Ad Set.

Let us know if this makes sense or if you have any other questions, we're happy to jump on another call to talk through the approach.

Thanks,

Airton | Government:

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Thursday, March 12, 2020 at 4:00 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

I just had a quick question about setting up the different ad sets within a campaign. If we are using the same targeting for two ads, what is the benefit of creating a new ad set within the campaign vs using the same ad set? Is a new ad set just for inputting different targeting?

Thanks  
Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Wednesday, March 11, 2020 10:51 AM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thank you for confirming, we'll keep a lookout on the account on our end.  
Please don't hesitate to reach out if you run into any issues!

Airton | Government:

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Wednesday, March 11, 2020 at 10:24 AM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you so much! I can see the ad is active in my dashboard as well.

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Wednesday, March 11, 2020 9:38 AM

**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

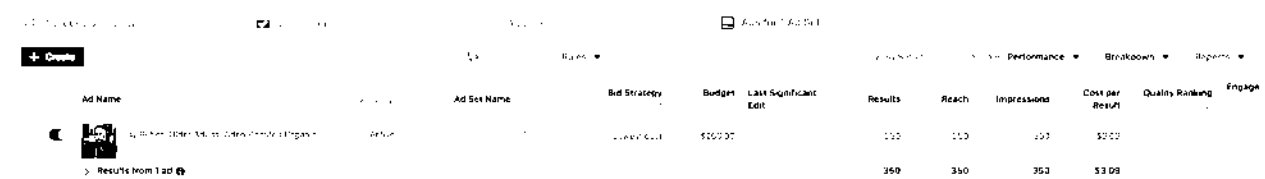
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>


**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Kathleen,

Thanks again for your patience on this, it looks like the ad is now live on our end, can you confirm you're seeing the same thing on yours?

You should be able to see this if you click down to the individual ad (similar to the screenshot below).



Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engage
 4.8K likes 10K views 20K shares 10K comments	...	...	\$207.00	...	100	110	100	\$2.00	...	...
Results from 1 ad					369	350	350	\$3.00	...	...

Thank you

Airton | Government  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>

**Date:** Wednesday, March 11, 2020 at 7:44 AM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you! I was actually going to reach out about the ad rejection. Appreciate you all looking into this!!

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, March 11, 2020 7:40 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good morning team!

We noticed the post you submitted last night ran into some issues with Ad Policy, I am looking into the issue right now and will get back to you on this ASAP!

Airton | Government  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Date:** Tuesday, March 10, 2020 at 6:18 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Airton,

Thanks this has been confirmed and submitted. We did select manual review as well since this was flagged as being lower performing due to too much text. Appreciate the quick reply!

Kathleen Layton

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, March 10, 2020 6:11 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thanks Layton, have you tried to click confirm yet? Or is the error message in response to your clicking confirm?

If it allows you to click 'confirm' and send the ad into review, please do so and we can assist from there.

Airton | Government

## FACEBOOK

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>

**Date:** Tuesday, March 10, 2020 at 6:06 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Iheme <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Cc:** Annie Lewis <alewis@fb.com>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

This is an ad in ad manager, not a boosted post. We opted for this method so that we could select our goal: Reach. See below:

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', and a search bar. Below that, there's a dropdown menu for 'COVID-19 826170112574' and a 'Switch to Quick Creation' button. The main content area shows a table with columns for 'Image', 'Text', and 'Video'. Below the table, there's a warning message: 'Your Ad's Reach May Be Slightly Lower'. The message explains that the ad is being reviewed because it contains text that might be considered misleading or deceptive. A 'Request Manual Review' button is visible. Below the warning, there's a section titled 'We found 1 error.' with a list of errors: 'Originals Framed Object Fields. The object is attempting to promote a ambiguous link, but is missing only one primary object link. See feature flag: video\_player\_additional\_data'.

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Tuesday, March 10, 2020 6:02 PM

**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Iheme <payton@fb.com>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>

**Cc:** Annie Lewis <alewis@fb.com>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thanks for reaching out, we're looking at this right now, can you please confirm whether you're boosting a post or creating an ad in Ads Manager here?  
Feel free to send us a full screenshot as well!

Airton | Government  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Tuesday, March 10, 2020 at 5:54 PM  
**To:** Payton Ihome <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Cc:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Payton,

Thank you for connecting us and providing the below guidance. I have set the limit. I did have one question? We set up and add to an existing post but received this pop up- any ideas to trouble shoot?

**Your Ad's Reach May Be Slightly Lower**

Some ads may be shown to a smaller audience than you expect. This is because of the way we show ads to people. We may show ads to people who are more likely to interact with them. This means that some people may not see your ad.

**Request Manual Review**

Find out why your ad was rejected and how to fix it.

We found 1 error

Ambiguous Promoted Object Fields: The object you are trying to promote is ambiguous. You must specify only one promoted object. You specified the following: object\_story, object\_story\_image

Add would be boosting this post:

[https://business.facebook.com/CDC/videos/202964814379863/?\\_xts\\_\\_\[0\]=68.ARD3JSrzUpZoxu6x9fYqWGrWfYw1m4b0xWXcDqtg\\_jlHwbd\\_LWlQqRgMJauXsoQJYMILQmolv8xOoPbsbddz5opclJMFUBjTDvpAoFH5CWeaYj9UcjESXB3FqeL2KkVdn\\_nkg9W9CJMR0OHRZDMkANDWWtKptYUjf\\_F714SbG2NUqJIE2blkXTiZvdhEva-QRXPSRzTWai2kbRZxOnwhDNsk7\\_uuke9u3J4bauh-M1hf\\_GMsAsSYruOnLZR1AuiZ6VgWbgsyxTIL6LKeCUzuLBbXSFNAKXN2kU1mORvrcGUredxl6zo7AdXF3VIXTyH3oWFD-GKjeXGA8tbetlw0w\\_deNGAl7g&\\_tn\\_=-R](https://business.facebook.com/CDC/videos/202964814379863/?_xts__[0]=68.ARD3JSrzUpZoxu6x9fYqWGrWfYw1m4b0xWXcDqtg_jlHwbd_LWlQqRgMJauXsoQJYMILQmolv8xOoPbsbddz5opclJMFUBjTDvpAoFH5CWeaYj9UcjESXB3FqeL2KkVdn_nkg9W9CJMR0OHRZDMkANDWWtKptYUjf_F714SbG2NUqJIE2blkXTiZvdhEva-QRXPSRzTWai2kbRZxOnwhDNsk7_uuke9u3J4bauh-M1hf_GMsAsSYruOnLZR1AuiZ6VgWbgsyxTIL6LKeCUzuLBbXSFNAKXN2kU1mORvrcGUredxl6zo7AdXF3VIXTyH3oWFD-GKjeXGA8tbetlw0w_deNGAl7g&_tn_=-R)

Thanks,

Kathleen

**Kathleen Layton**

Health Communications Specialist  
Digital Media Branch, Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
O: (404) 498-6002  
Cell: (706) 502-9655

*Teleworking  
Off alternating Fridays*

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, March 10, 2020 11:37 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Airton Tatoug Kamdem <airtonkamdem@fb.com>; Annie Lewis <alewis@fb.com>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

And adding in our experts, Annie and Airton, to this thread. Airton is the author of the email below should you have any questions or need help. Feel free to reach out.

Best,

Payton

**From:** Payton Itheme <payton@fb.com>  
**Date:** Tuesday, March 10, 2020 at 11:22 AM  
**To:** "kyu6@cdc.gov" <KYU6@cdc.gov>, "bkf0@cdc.gov" <bkf0@cdc.gov>, "ccrawford@cdc.gov" <ccrawford@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Team,

Thanks for taking the time to connect yesterday; I'm following up with some of the discussed resources for your advertising.

BUDGET



1. Ensure that whenever you are prompted to select a payment method, either through Boosting or Ads Manager, you select “Ad Coupon” and *not* the Credit Card on file.
2. Set a **Spending Limit** on the Ad Account equivalent to the total value of the Coupon (or whatever you want to limit the Ad Account spend to) -- this will ensure that the backup Credit Card is not charged once the coupon’s value is spent. See instructions on how to do so [here](#), and below.
  - a. Go to [payment settings](#) in Ads Manager
  - b. In the ‘Set Account Spending Limit’ option, select **Set Account Spending Limit**
  - c. Enter a maximum of ‘\$150,000” (or your preferred Account Spending Limit) and select **Set Limit**
3. From here, you can think about how you want to budget the coupon. For example, given the priority of the ‘at risk’ populations, you might prioritize the budget towards ‘at risk’ populations. Two common methods of tactically pacing budgets are:
  - a. Setting a desired budget per day (i.e \$1000/day towards informing ‘Caregivers’)
  - b. Designating a Lifetime budget allocated over a set period (i.e \$50,000 over 6 weeks to give information to “Commuters” or “Frequent Travelers”) Our systems will evenly allocate the set budget over the given timeframe.

### CREATIVE SPECS

Specs for our ad formats are below. The best performing assets tend to be 9:16 or 1:1 across all ad units (image, video, carousel) -- you can also click “**choose a placement**” on the right side of the landing pages below to see the specific recommendations per placement (Facebook Feed, Instagram Stories etc.)

1. [Image](#) → 1.91:1 to 1:1
2. [Video](#) → 9:16 to 16:9, vertical videos may be masked to a max 4:5 ratio in feed
3. [Carousel](#) → 1:1, source file ratio from 1.9:1 to 1:1 supported
4. [Stories](#) → 9:16, and 16:9 to 4:5

### TARGETING

Below you’ll find the ‘potential reach’ or the estimated number of people we’re able to associate with the targeting demographics discussed. To capture these, I selected a few targeting parameters that aligned with the desired groups. (The full menu of targeting parameters is much broader) -- you can also access these estimates yourselves as you adjust the audience at the Ad Set level in Ads Manager or through our [Audience Insight](#) tool.

1. Adults 60+: 30 to 35 Million people
2. Parents: 41 Million people
  - a. ‘Parents With Adult Children’: 9.3 Million
  - b. ‘Parents with teenagers’: 3 Million
  - c. ‘Parents with Pre-teens’: 1.5 Million
  - d. ‘New Parents’: 500 Thousand
3. Travelers: 74 Million people
  - a. ‘Frequent Travelers’: 70 Million
  - b. ‘Frequent International Travelers’: 17 Million
  - c. ‘Returned from travel 1 or 2 weeks ago’: 5.5 Million
  - d. ‘Commuters’: 13 Million
4. Adult Children/Potential Caregivers: 110 Million people
  - a. People 30+
  - b. Demonstrated interest in ‘Family’: 110 M

## TEMPLATES

Given you have an in-house creative team, you may not need these, but I wanted you to share some simple PowerPoint templates we made to create creative assets quickly.

## FACEBOOK

Payton Iheme

U.S. Public Policy

Facebook

**From:** Payton Iheme <payton@fb.com>

**Date:** Monday, March 9, 2020 at 6:00 PM

**To:** "kyu6@cdc.gov" <KYU6@cdc.gov>, "bkf0@cdc.gov" <bkf0@cdc.gov>, "ccrawford@cdc.gov" <ccrawford@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hello CDC team,

Thanks for the time today. We will be following up on a more comprehensive update tomorrow with some thoughts and resources. In an abundance of caution, let me know if you do end up preparing to boost any ads tonight - we will want to take a look at the ad account to make sure that it is set up with the right controls in place so that the advertising is only drawing from the coupon as the primary source vs your CDC account.

Just want to be extra careful!

Best,

Payton

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Mon, 23 Mar 2020 22:50:59 +0000  
**To:** 'Annie Lewis'  
**Subject:** RE: Checking in & authorizations/disclaimers

Hi Annie- I haven't forgotten about this and planned to have this taken care of in the next day or two. Thanks for following up with us...

Best-

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

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

**From:** Annie Lewis <alewis@fb.com>  
**Sent:** Wednesday, March 18, 2020 8:07 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Airton Tatoug Kamdem <airtonkamdem@fb.com>; Payton Ihome <payton@fb.com>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Checking in & authorizations/disclaimers

Hi Kathleen, Emily, and Jay –

I'm reaching out to suggest a step we recommend your team take proactively in the event that one of your ads requires one of our Social Issue, Elections, Politics disclaimers. In working with health agencies around the world, sometimes the advertising content will require the use of a disclaimer (there are some examples at the bottom of this email to help ground the kinds of ads that might require a disclaimer, depending on the nature of the content).

In ensuring the CDC is prepared for any upcoming ads, I want to make sure that we are coordinated and prepared for that potential scenario so that there are no delays on your ability to advertise. We will only need to require an authorized individual and the use of this disclaimer on ads that fit our [definition](#) of Social Issue, Elections, and Politics, but it will be key to have this set up in advance of that situation.

There are a few steps to this process:

- The individual publishing your ads will need to become authorized (if all 3 of you are placing ads, I recommend each of you complete this process.)
- The CDC will need to set up some disclaimers to run these ads; we can work together on this; in this situation, the disclaimer will represent the entity behind the ads (the CDC) with an added notation that these ads are supported with Facebook ad credits.
- There is a full step by step guide attached.

Once you are authorized, the CDC will need to have a disclaimer. We would recommend you leverage the government disclaimer option (we can walk through this together to make sure it's set up correctly with some considerations in mind.) Once you have submitted this, just let us know and we'll work to get this approved.

Let us know if you would like to get on the phone to talk through or walk through any of this. I'm sensitive to the reality that this is a fast-moving situation, and I want to make sure we are prepared for any developments.

Best,  
Annie

PSA ads about COVID-19 generally would not require disclaimers, like "Be sure to wash your hands often with soap", "Everyone can help prevent the spread of COVID-19" or "Practice social distancing and limit travel."

However, if PSA ads on COVID-19 include one of the following in the ad content, they will require a disclaimer:

- The name of a current or elected politician or political figure; or their image. Political figures include officials appointed by politicians such as the Surgeon General.
- Advocacy for a politician/candidate.
- Advocacy for a political party.
- Advocacy for a change to law/policy.
- Grassroots advocacy where there is a call to action to an elected official or government.
- Information about voting; times, where to vote etc.
- If the ad is about any of the social issues, like Health or Immigration, in a country where we have issue ad policy in place, the ad will require a disclaimer in order to run and are placed in the Ads Library for seven years.

	<b>Ad Example</b>
<b>Don't require authorization and a "Paid for by" disclaimer</b>	<i>"Be sure to wash your hands often with soap and water for at least 20 seconds. If you feel ill, seek medical advice."</i>
	<i>"While local governments, businesses, schools, and healthcare facilities prepare for the COVID-19 outbreak, you can create a household plan of action too."</i>
	<i>"We can all help level the curve to prevent the spread of the disease. Practice preventative measures – like social distancing and limiting travel – to help keep yourself healthy and</i>

	<i>reduce community exposure of COVID-19"</i>
	<i>"Everyone can do their part to help prevent the spread of COVID-19"</i>
	<i>"Read the latest research report on how the COVID-19 virus spreads."</i>
<b>Require authorization and a "Paid for by" disclaimer</b>	<i>"Countries should buy more time for hospitals to prepare for the COVID-19 emergency. They should suppress the virus by ensuring testing is available to everybody regardless of income and by closing our borders to immigrants."</i>
	<i>"COVID-19 has now been declared a pandemic. Governments should ensure everybody has free access to tests – which includes all age groups, no matter their job status or if they have insurance coverage. They can improve social distancing by restricting travel to and from highly affected areas in order to fight it."</i>
	<i>"Vaccines are important in fighting infection by preventing viral multiplication. Learn more about how vaccines help."</i>
	<i>"Cases of racial discrimination have been reported during the COVID-19 outbreak. This is an unfortunate development. Everyone should receive equal protection under the law and be protected from any form of discrimination."</i>
	<i>"Congresswoman Elisabeth Rose believes everyone can do their part to help prevent the spread of COVID-19"</i>

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[ehc0@cdc.gov](mailto:ehc0@cdc.gov)>

**Date:** Tuesday, March 17, 2020 at 1:42 PM

**To:** Airton Tatoug Kamdem <[airton.kamdem@fb.com](mailto:airton.kamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU'6@cdc.gov](mailto:KYU'6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[jfh5@cdc.gov](mailto:jfh5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! Yes, the ad looks good on my end.

Emily

**Emily Hood**

Social Media Specialist

Contractor, Northrop Grumman

OD/OADC/DPA

BB: 470-446-2309

Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, March 17, 2020 12:16 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thanks for helping your team keep this in mind. The ad should be back to normal, let us know if you notice otherwise.

Happy to talk through this one, but in cases where curtailing the amount of text is not feasible, to the extent that you can, adding simple motions or animating the text could help towards maximizing delivery/efficiency as well.

Sounds good, let us know when's the best time to sync on your end and we will work around your schedule.

Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Tuesday, March 17, 2020 at 9:50 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! We will let our graphics people know about the 20% rule, so they can keep this in mind when creating graphics for our future posts.

I noticed another ad set turned off after it had spent some money. Could you look into this one as well?

Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent

We would be interested in discussing optimizations for the campaigns and will get back to you about potentially setting up another call.

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Monday, March 16, 2020 7:07 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Outside of the text issue, it looks like the Ad (household post 3.13) was scheduled to end yesterday. I can confirm that this Ad stayed active until completion; however, it did have some trouble delivering towards the end because of our existing text rule. When using still images, to the extent that you can, it'd be helpful to use Copy that conveys your message while using text in less than 20% of the image to do so -- this generally helps maximize the efficiency of Still assets (images).

However, understanding that some messages might inherently require more text- particularly in this case, we can address any text penalties that arise to make sure that they can run smoothly - please feel free to flag those to us if it happens again.

Also, I wanted to check in and see how things were going generally. A couple things to check in on: you'll want to apply your next ad coupon to the account before you exhaust the current one and raise your account spending limit accordingly to avoid interrupting campaigns.

Please let us know if you want to hop on the phone at any point this week to chat through ads strategies – we're happy to talk about how to optimize bidding, targeting, or campaign objectives to support the current goals.

Thanks,

Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Sunday, March 15, 2020 at 10:04 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you for looking into this! I'm not seeing it live on my end—however the other ads you mentioned are now live.

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Sunday, March 15, 2020 4:35 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

The "household post 3.13" Ad you mentioned should now be live, let us know if you see otherwise on your end.

We're also noticing there's a "text" and "in review" notification on some others, just wanted to let you know that we're looking into these as well.

Thank you,

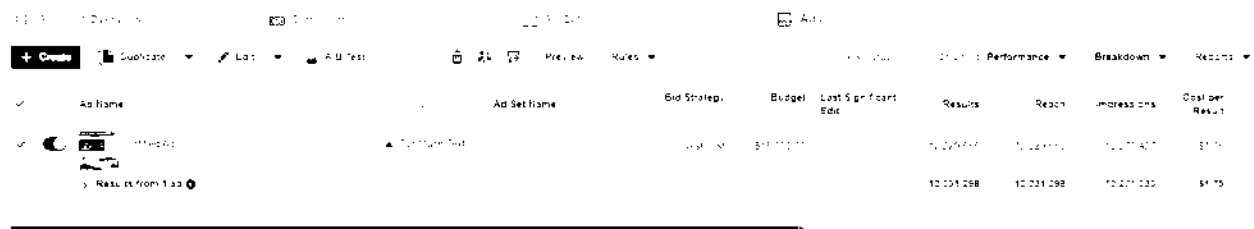


Airton | Government  
**FACEBOOK**



**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Sunday, March 15, 2020 at 12:33 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifh5@cdc.gov](mailto:ifh5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

The below ad has already been running for 2 days and is supposed to run until 9:45pm tonight. It just turned off with an error saying there is too much text in the ad. Why did it turn off now and is there a way it can be turned back on?



The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation tabs: 'Campaigns', 'Ad Sets', 'Ads', and 'Assets'. Below the tabs is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', 'Add Test', 'Preview', and 'Rules'. The main area displays a table of ad performance data. The table has columns for Ad Name, Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, and Cost per Result. There are two rows of data shown, with the second row having a 'Results from 1 ad' icon next to it.

Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
 Message	Facebook Post	Cost per Click	\$1,000.00		10,204,298	10,204,298	10,204,298	\$1.75
 Results from 1 ad					10,204,298	10,204,298	10,204,298	\$1.75

Thanks!!  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Saturday, March 14, 2020 3:13 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC)

<ifb5@cdc.gov>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Sounds good, thank you for confirming Emily.

Get Outlook for iOS

**From:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>

**Sent:** Saturday, March 14, 2020 3:10:36 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>; Payton Itheme <payton@fb.com>; Annie Lewis <alewis@fb.com>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you for looking into this! Yes, all the ads that should be live look good on my end.  
Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Saturday, March 14, 2020 2:06 PM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Payton Itheme <payton@fb.com>; Annie Lewis <alewis@fb.com>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thanks again for your patience on this, it looks like the 'Symptoms' and 'Prevention Tips' videos are scheduled to start later today and tomorrow, but the other ads that were in review should now be approved and active.

Please let us know if you notice otherwise on your end, and we'll keep an eye on the next scheduled ads.

Thanks,

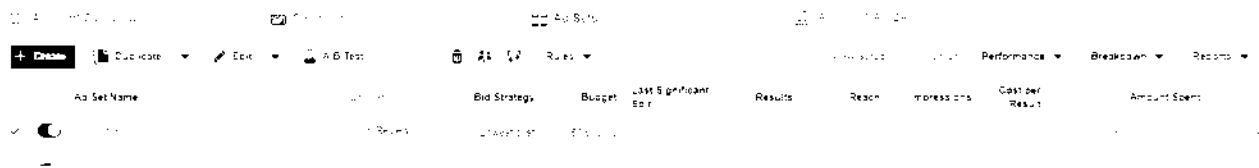
Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Saturday, March 14, 2020 at 11:08 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Itheme <payton@fb.com>, Annie Lewis <alewis@fb.com>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you so much for this info, it was very helpful!

I set up the below ad to go live yesterday evening, and it is still in review. I was wondering if you could let us know why it has not gone live yet and/or if there's anything we could change on our end?



Ad Set Name	Start Date	Bid Strategy	Budget	Ad Significance	Results	Reach	Impressions	Cost per Result	Amount Spent
...	...	...	...	...	...	...	...	...	...

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, March 13, 2020 1:53 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Payton Itheme <payton@fb.com>; Annie Lewis <alewis@fb.com>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily, thanks for reaching out,

Looking at the reach numbers, the campaign is performing in line with expectations so far. The "Dr. Butler: Older Adults" ad set is a little more efficient in terms of reach, but that is primarily because you are pushing Video through that Ad Set, and a Static image through the 'Caregivers' ad set – Video content tends to receive more engagement on the platform.

The biggest callout to further improve the efficiency of the 'caregivers' ad set and any others going forward is to consider opting into automatic placements, as this allows you to connect with your audience regardless of where they are across our placement ecosystem (Facebook Feeds, Stories, Instagram Feed etc.). As the Ad Sets are currently structured, you are telling Facebook to find your core audience, but *only* on Facebook, whereas the people you intend to reach with this message could be on any of our other placements at any given moment. Opting into Auto Placement will allow you get this message to that core audience wherever they are across our platforms (Facebook Feeds, Stories, Instagram etc.).

Continuing to use Ad Sets to distinguish between your audiences and creative/messaging with a Daily Unique Reach objective makes sense.

I also noticed you're doing two-day pushes with each ad sets, and wondering if this just how you're looking at budgeting or if you had another goal or structural design in mind?

Let us know if you have any other assets on the horizon we should be thinking about strategies for, or if you'll be setting up campaigns for the other priority audiences you mentioned, such as travelers or even broad demos?

Happy to hop on the phone at any point, just keep us posted!

Thanks,

Airton | Government:

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Friday, March 13, 2020 at 12:48 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[jfb5@cdc.gov](mailto:jfb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

Below is a screenshot of our recent ads' performance. We were wondering if you could give us any insight on the metrics and/or any suggestions for optimizations? For reference below is more info about the setup of each ad:

**Caregivers: Older Adults Graphic**

Targeting: US, 60-65+ interested in Caregiver or Elderly Care

Placements: Facebook only, newsfeed, marketplace, Facebook video feeds, Facebook groups feed

**Dr. Butler: Older Adults**

Targeting: US, 60-65+

Placements: Facebook only, newsfeed, marketplace, Facebook video feeds, Facebook groups feed

Ad Set Name	Location	Bid Strategy	Budget	Last Significant Bid	Results	Reach	Impressions	Cost per Result	Amount Spent
Results from 2 ad sets					2,652,197	3,922,757	3,959,123	\$3.42	\$19,190.97

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Thursday, March 12, 2020 5:28 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Of course! Happy to help.

-A

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Thursday, March 12, 2020 at 5:11 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Ok thank you! We'll let you know if we have any more questions.

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Thursday, March 12, 2020 4:29 PM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thanks for reaching out! Ad Sets are a great way to distinguish between your targeting audiences, as well as distinguish among the specific messaging or creative you want to relay/showcase to these audiences.

Creating a new Ad Set here could be useful if you have a different message you would like to relay to the existing 60+ audience.

If the messaging or creative is pretty similar, and the audience is the same, it may be best organizationally to add the new creative to the existing Ad Set.

Let us know if this makes sense or if you have any other questions, we're happy to jump on another call to talk through the approach.

Thanks,

Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Date:** Thursday, March 12, 2020 at 4:00 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good Afternoon!

I just had a quick question about setting up the different ad sets within a campaign. If we are using the same targeting for two ads, what is the benefit of creating a new ad set within the campaign vs using the same ad set? Is a new ad set just for inputting different targeting?

Thanks  
Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, March 11, 2020 10:51 AM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Emily,

Thank you for confirming, we'll keep a lookout on the account on our end.  
Please don't hesitate to reach out if you run into any issues!

Airton | Government:  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Wednesday, March 11, 2020 at 10:24 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you so much! I can see the ad is active in my dashboard as well.

Emily

**Emily Hood**

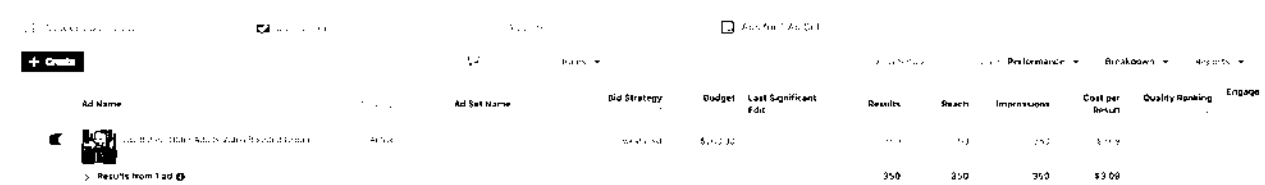
Social Media Specialist  
Contractor, Northrop Grumman

OD/OADC/DPA  
O: (404) 498-5307

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, March 11, 2020 9:38 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Kathleen,

Thanks again for your patience on this, it looks like the ad is now live on our end, can you confirm you're seeing the same thing on yours?  
You should be able to see this if you click down to the individual ad (similar to the screenshot below).



The screenshot shows a table with columns for Ad Name, Ad Set Name, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, and Engage. A row of data is visible with values: 350, 200, 350, \$3.00.

Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engage
...	...	...	\$500.00	...	350	200	350	\$3.00	...	...

Thank you

Airton | Government  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Date:** Wednesday, March 11, 2020 at 7:44 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thank you! I was actually going to reach out about the ad rejection. Appreciate you all looking into this!!

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, March 11, 2020 7:40 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Marshall,



Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Good morning team!

We noticed the post you submitted last night ran into some issues with Ad Policy, I am looking into the issue right now and will get back to you on this ASAP!

Airton | Government  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Tuesday, March 10, 2020 at 6:18 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Payton Iheme <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Airton,

Thanks this has been confirmed and submitted. We did select manual review as well since this was flagged as being lower performing due to too much text. Appreciate the quick reply!

Kathleen Layton

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, March 10, 2020 6:11 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Iheme <payton@fb.com>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Annie Lewis <alewis@fb.com>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

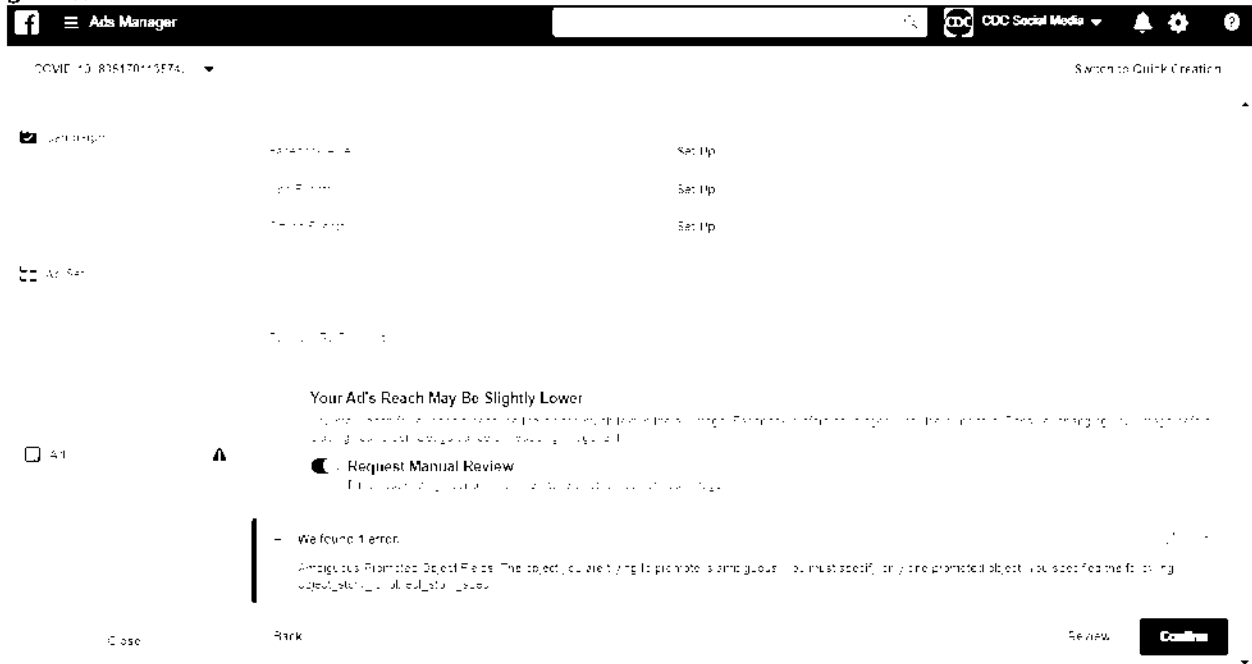
Thanks Layton, have you tried to click confirm yet? Or is the error message in response to your clicking confirm?

If it allows you to click 'confirm' and send the ad into review, please do so and we can assist from there.

Airton | Government:  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Date:** Tuesday, March 10, 2020 at 6:06 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

This is an ad in ad manager, not a boosted post. We opted for this method so that we could select our goal: Reach. See below:



**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, March 10, 2020 6:02 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Cc:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Thanks for reaching out, we're looking at this right now, can you please confirm whether you're boosting a post or creating an ad in Ads Manager here?  
Feel free to send us a full screenshot as well!

Airton | Government:  
**FACEBOOK**

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Tuesday, March 10, 2020 at 5:54 PM  
**To:** Payton Itheme <payton@fb.com>, "Marshall, Maureen (CDC/DDID/NCIRD/OD)" <bkf0@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Cc:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>  
**Subject:** RE: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Payton,

Thank you for connecting us and providing the below guidance. I have set the limit. I did have one question? We set up and add to an existing post but received this pop up- any ideas to trouble shoot?

**Your Ad's Reach May Be Slightly Lower**

Facebook may have limited the reach of your ad because of the content of the ad or the way it was promoted. You can request a manual review of your ad to see if it can be promoted again.

**Request Manual Review**

Facebook will review your ad to see if it can be promoted again.

**We found 1 error**

**Ambiguous Promoted Object Fields** The object you are trying to promote is ambiguous. You must specify only one promoted object. You specified the following: object\_story\_id, object\_story\_spec

Add would be boosting this post:

[https://business.facebook.com/CDC/videos/202964814379863/?\\_xts\\_\\_\[0\]=68.ARD3JSrzUpZoxu6x9fYqWGrWfYw1m4b0xWXcDqtg\\_jjHwbd\\_LWlQqRgMJauXsoQJYMILQmolv8xOoPbsbddz5opclJMFUBjTDvpAoFH5CWeaYj9UcjESXB3FqeL2KkVdn\\_nkg9W9CJMR0OHrZDMkANDWWtKptYUjf\\_F714SbG2NUqIJE2blkXTiZvdhEva-QRXPSRzTWai2kbRZxOnwhDNsk7\\_uuke9u3J4bauh-M1hf\\_GMsAsSYruOnLZR1Auz6VgWbgsyxTIL6LKeCUzuLBbXSFNAKXN2kU1mORvrcGUredxl6zo7AdXF3VIXTyH3oWFD-GKjeXGA8tbetlw0w\\_deNGAl7g&\\_tn\\_=-R](https://business.facebook.com/CDC/videos/202964814379863/?_xts__[0]=68.ARD3JSrzUpZoxu6x9fYqWGrWfYw1m4b0xWXcDqtg_jjHwbd_LWlQqRgMJauXsoQJYMILQmolv8xOoPbsbddz5opclJMFUBjTDvpAoFH5CWeaYj9UcjESXB3FqeL2KkVdn_nkg9W9CJMR0OHrZDMkANDWWtKptYUjf_F714SbG2NUqIJE2blkXTiZvdhEva-QRXPSRzTWai2kbRZxOnwhDNsk7_uuke9u3J4bauh-M1hf_GMsAsSYruOnLZR1Auz6VgWbgsyxTIL6LKeCUzuLBbXSFNAKXN2kU1mORvrcGUredxl6zo7AdXF3VIXTyH3oWFD-GKjeXGA8tbetlw0w_deNGAl7g&_tn_=-R)

Thanks,

Kathleen

**Kathleen Layton**

Health Communications Specialist  
Digital Media Branch, Division of Public Affairs

Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
O: (404) 498-6002  
Cell: (706) 502-9655

*Teleworking*  
*Off alternating Fridays*

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, March 10, 2020 11:37 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Cc:** Airton Tatoug Kamdem <airtonkamdem@fb.com>; Annie Lewis <alewis@fb.com>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

And adding in our experts, Annie and Airton, to this thread. Airton is the author of the email below should you have any questions or need help. Feel free to reach out.

Best,

Payton

**From:** Payton Itheme <payton@fb.com>  
**Date:** Tuesday, March 10, 2020 at 11:22 AM  
**To:** "kyu6@cdc.gov" <KYU6@cdc.gov>, "bkf0@cdc.gov" <bkf0@cdc.gov>, "ccrawford@cdc.gov" <ccrawford@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hi Team,

Thanks for taking the time to connect yesterday; I'm following up with some of the discussed resources for your advertising.

#### BUDGET

1. Ensure that whenever you are prompted to select a payment method, either through Boosting or Ads Manager, you select "Ad Coupon" and *not* the Credit Card on file.
2. Set a **Spending Limit** on the Ad Account equivalent to the total value of the Coupon (or whatever you want to limit the Ad Account spend to) -- this will ensure that the backup Credit

Card is not charged once the coupon's value is spent. See instructions on how to do so [here](#), and below.

- a. Go to [payment settings](#) in Ads Manager
  - b. In the 'Set Account Spending Limit' option, select **Set Account Spending Limit**
  - c. Enter a maximum of '\$150,000' (or your preferred Account Spending Limit) and select **Set Limit**
3. From here, you can think about how you want to budget the coupon. For example, given the priority of the 'at risk' populations, you might prioritize the budget towards 'at risk' populations. Two common methods of tactically pacing budgets are:
- a. Setting a desired budget per day (i.e \$1000/day towards informing 'Caregivers')
  - b. Designating a Lifetime budget allocated over a set period (i.e \$50,000 over 6 weeks to give information to "Commuters" or "Frequent Travelers") Our systems will evenly allocate the set budget over the given timeframe.

### CREATIVE SPECS

Specs for our ad formats are below. The best performing assets tend to be 9:16 or 1:1 across all ad units (image, video, carousel) -- you can also click "**choose a placement**" on the right side of the landing pages below to see the specific recommendations per placement (Facebook Feed, Instagram Stories etc.)

1. [Image](#) → 1.91:1 to 1:1
2. [Video](#) → 9:16 to 16:9, vertical videos may be masked to a max 4:5 ratio in feed
3. [Carousel](#) → 1:1, source file ratio from 1.9:1 to 1:1 supported
4. [Stories](#) → 9:16, and 16:9 to 4:5

### TARGETING

Below you'll find the 'potential reach' or the estimated number of people we're able to associate with the targeting demographics discussed. To capture these, I selected a few targeting parameters that aligned with the desired groups. (The full menu of targeting parameters is much broader) -- you can also access these estimates yourselves as you adjust the audience at the Ad Set level in Ads Manager or through our [Audience Insight](#) tool.

1. Adults 60+: 30 to 35 Million people
2. Parents: 41 Million people
  - a. 'Parents With Adult Children': 9.3 Million
  - b. 'Parents with teenagers': 3 Million
  - c. 'Parents with Pre-teens': 1.5 Million
  - d. 'New Parents': 500 Thousand
3. Travelers: 74 Million people
  - a. 'Frequent Travelers': 70 Million
  - b. 'Frequent International Travelers': 17 Million
  - c. 'Returned from travel 1 or 2 weeks ago': 5.5 Million
  - d. 'Commuters': 13 Million
4. Adult Children/Potential Caregivers: 110 Million people
  - a. People 30+
  - b. Demonstrated interest in 'Family': 110 M

### TEMPLATES

Given you have an in-house creative team, you may not need these, but I wanted you to share some simple PowerPoint templates we made to create creative assets quickly.

## FACEBOOK

Payton Iheme

U.S. Public Policy

Facebook

**From:** Payton Iheme <payton@fb.com>

**Date:** Monday, March 9, 2020 at 6:00 PM

**To:** "kyu6@cdc.gov" <KYU6@cdc.gov>, "bkf0@cdc.gov" <bkf0@cdc.gov>, "ccrawford@cdc.gov" <ccrawford@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Subject:** Re: Virtual conference: Facebook brief to CDC on management, use, and best practices of FB ads

Hello CDC team,

Thanks for the time today. We will be following up on a more comprehensive update tomorrow with some thoughts and resources. In an abundance of caution, let me know if you do end up preparing to boost any ads tonight - we will want to take a look at the ad account to make sure that it is set up with the right controls in place so that the advertising is only drawing from the coupon as the primary source vs your CDC account.

Just want to be extra careful!

Best,

Payton

**From:** Payton Itheme  
**Sent:** Fri, 8 May 2020 15:17:40 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Priya Gangolly  
**Subject:** Re: Comms for messenger bot- time sensitive  
**Attachments:** image001.gif

Let's hold 12-1pm for a 20 minute block in that window.  
I'm trying to get a rep from messenger comms to join so I can confirm an exact time.  
Best,  
Payton

Sent from my iPhone

On May 8, 2020, at 11:06 AM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

I could talk 11:30-1 or 3-:30 today.

I'm not clear if B is a technical lift but seems like a good idea to do. As far as C, it is our plan to use broadcast but given the #s currently subscribed, it wasn't something I felt pressed about implementing.

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Friday, May 8, 2020 8:00 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Priya Gangolly <pgangolly@fb.com>  
**Subject:** Comms for messenger bot- time sensitive

Good morning Carol,

We were supposed to be able to discuss this in our call Wednesday, but the meeting invite had lapsed. Apologies for that. We wanted to share some thoughts on how our messenger comms team is thinking about how to most effectively keep the public informed of useful COVID-19 related information through the CDC Messenger experience.

Since launching 25 days ago (on Fri 4/10), there has been modest adoption of the experience up until last week. This week, with the start of CDC comms including Facebook posts highlighting the experience (on 5/2 and 5/5), we've been able to see two shifts:

1. **Significant user growth** with a +20% increase in users within this week (+1K to total 6K unique users), along with 10% of previous users returning.
2. **Engagement increased** with a +15% more messages / user (avg 6 previously vs. avg 7 this week).

Building more awareness of the CDC Messenger experience will help ensure that more of the public stays informed and reduce the workload on CDC resources that may otherwise need to respond to more requests via traditional channels such as phone or email. We propose several options for next steps below (with possibility to combine [B] and [C] with minimal work for the CDC). For reference, work from the ManyChat would also be minimal, with all work able to be completed within 1 day (if scope is clear).

<b>[A] Simple:</b> Keep existing experience	N/A	0 days
<b>[B] Triage:</b> Add existing <u>Symptoms Self checker</u>	<b>-Technical:</b> Align / Review ManyChat integration (experience must be in webview or web link)	1 day
<b>[C] Broadcast:</b> Add regular 1:Many notifications (e.g., vaccination recommendations)	<b>-Technical:</b> Align / Review ManyChat integration; upload broadcast content <b>-Comms:</b> Create content, as needed	1-2 days

Look forward to discussing these options with you over email today(just relay your preference) or you can just give me a call with your preference at 202-770-8206.

Best,

Payton

<image001.gif>

Payton Iheme  
U.S. Public Policy  
[Facebook](#)



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 8 May 2020 15:05:28 +0000  
**To:** Payton Iheme  
**Cc:** Priya Gangolly  
**Subject:** RE: Comms for messenger bot- time sensitive

I could talk 11:30-1 or 3-:30 today.

I'm not clear if B is a technical lift but seems like a good idea to do. As far as C, it is our plan to use broadcast but given the #s currently subscribed, it wasn't something I felt pressed about implementing.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Friday, May 8, 2020 8:00 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Priya Gangolly <pgangolly@fb.com>  
**Subject:** Comms for messenger bot- time sensitive

Good morning Carol,

We were supposed to be able to discuss this in our call Wednesday, but the meeting invite had lapsed. Apologies for that. We wanted to share some thoughts on how our messenger comms team is thinking about how to most effectively keep the public informed of useful COVID-19 related information through the CDC Messenger experience.

Since launching 25 days ago (on Fri 4/10), there has been modest adoption of the experience up until last week. This week, with the start of CDC comms including Facebook posts highlighting the experience (on 5/2 and 5/5), we've been able to see two shifts:

1. **Significant user growth** with a +20% increase in users within this week (+1K to total 6K unique users), along with 10% of previous users returning.
2. **Engagement increased** with a +15% more messages / user (avg 6 previously vs. avg 7 this week).

Building more awareness of the CDC Messenger experience will help ensure that more of the public stays informed and reduce the workload on CDC resources that may otherwise need to respond to more requests via traditional channels such as phone or email. We propose several options for next steps below (with possibility to combine [B] and [C] with minimal work for the CDC). For reference, work from the ManyChat would also be minimal, with all work able to be completed within 1 day (if scope is clear).

<b>[A] Simple:</b> Keep existing experience	N/A	0 days
<b>[B] Triage:</b> Add existing <u>Symptoms Self checker</u>	<b>-Technical:</b> Align / Review ManyChat integration (experience must be in webview or web link)	1 day
<b>[C] Broadcast:</b> Add regular 1:Many notifications (e.g., vaccination recommendations)	<b>-Technical:</b> Align / Review ManyChat integration; upload broadcast content <b>-Comms:</b> Create content, as needed	1-2 days

Look forward to discussing these options with you over email today(just relay your preference) or you can just give me a call with your preference at 202-770-8206.

Best,

Payton

## FACEBOOK

Payton Iheme  
U.S. Public Policy  
Facebook

**From:** Stanley Onyimba  
**Sent:** Thu, 23 Jul 2020 21:32:08 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Smith, Fred (CDC/OD/OADC); Jan Antonaros  
**Subject:** Re: Consolidating COVID Updates - feedback on vaccine doc

Thanks so much, Carol. This is very helpful and we'll be sure to reach out if we have more questions.

On Thu, Jul 23, 2020 at 4:27 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5) Let me know if we need to connect folks again.

Overall the list seems very appropriate and reasonable and we concur with the statements being myths. However, there are a few statements that may be more nuanced.

(b)(5)

Hope this helps.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, July 22, 2020 3:52 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Consolidating COVID Updates

Hi Carol,

(b)(5)

One new update:

1. We are planning to launch a new COVID-19 patient journey which will provide a direct answer to users who are querying for a specific COVID-19 symptom (ex: "fever coronavirus" or "is headache a symptom of covid"). If the user queries for a COVID-19 symptom that matches one of the symptoms provided by the CDC in our OSRP, we will serve the user with a direct answer (ex: "Fever is a possible symptom of covid-19"), suggest relevant next steps such as taking a self test (where available), and surface similar questions from the web instead of triggering the current COVID-19 OSRP's symptom's tab. Please note that the current COVID-19 OSRP will still surface for general COVID-19 queries. (b)(5)

(b)(5)

(b)(5)

Thanks,  
Stanley

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3. Cynthia said she'd get back to us soon

4. (b)(5)

Their notes: (b)(5)

I suggest to change to:

(b)(5)

(b)(5)

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**Subject:** Re: Consolidating COVID Updates

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1/2 a&b (b)(5). Thank you so much for all your work on this issue.

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4. (b)(5)

Thanks!

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**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>  
**Subject:** Consolidating COVID Updates

Hi Carol and Fred,

Hope all is well. In an effort to save your inboxes, I'd like to consolidate updates across a few email threads here:

1. **Wear a Mask. Save Lives:** YouTube is looking to add similar "Wear a Mask. Save Lives" messaging in a visual banner and video clip (screenshot below):

- a. Banner - YT plans to update the current general CDC banner that YT is promoting on the homepage to the copy below with the following text: (b)(5)  
(b)(5)  
(b)(5)

(b)(5)



- b. Video - YT also plans to include the link out to the [CDC.gov](https://www.cdc.gov) [face covering page](#) on the following YouTube "[Wear a Mask](#)" video PSA. The link to the CDC page is in the video description, info card "i" in the upper right of the video and a companion banner that shows up when the video runs as an ad.

3. **COVID-19 Vaccine Claims:** (b)(5)

(b)(5)

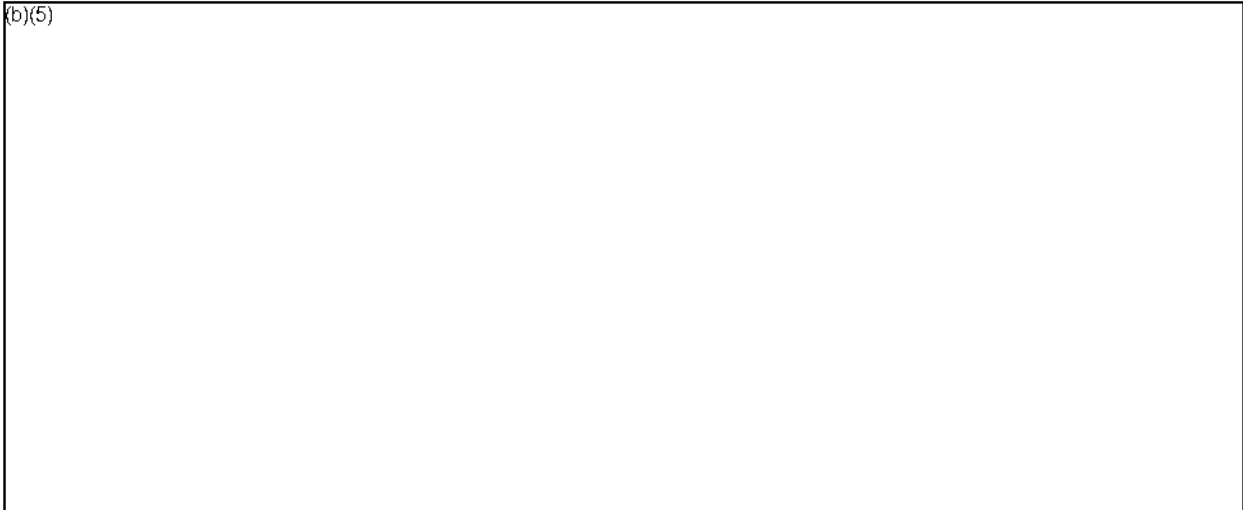
- 4. **Mental Wellness on Search:** Given the positive response we've seen from this Be Kind to Your Mind mental wellness tips on the Search "[coping tab](#)", we plan to make the content available in Spanish language in the United States. Please let us know (b)(5)

(b)(5)

**English  
Text (Currently live)**

**Spanish Translation**

(b)(5)



(b)(5)



(b)(5)

Thanks,  
Stanley

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**Sent:** Wed, 29 Jul 2020 12:54:05 +0000  
**To:** Stanley Onyimba  
**Cc:** Smith, Fred (CDC/OD/OADC); Jan Antonaros  
**Subject:** RE: Consolidating COVID Updates

Thanks for sharing!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 28, 2020 5:00 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
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Hi Fred and Carol,

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(b)(5) we did launch the mobile version of the "Wear a Mask" message on Google maps today and are ramping up to 100% by tomorrow.

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Thanks,  
Stanley

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Hope you had a good weekend as well.

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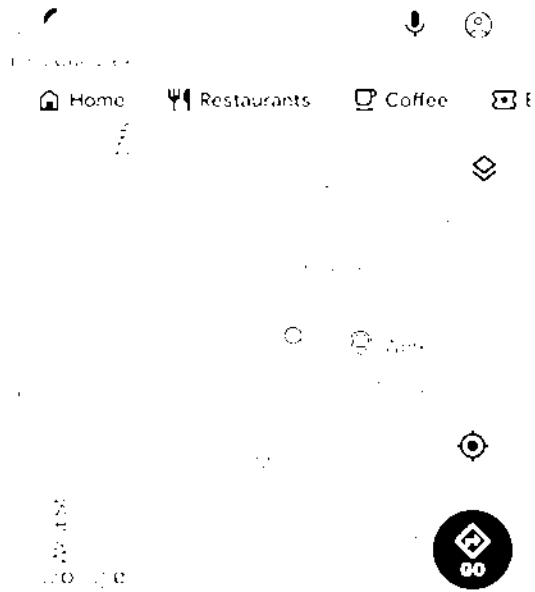
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

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(b)(5)



(b)(5)

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**Take breaks from upsetting content**

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

(b)(5)

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(b)(5)

(b)(5)

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(b)(5)

**English  
Text (Currently live)**

**Spanish Translation**

## **Be Kind to Your Mind**

Mental health problems are common. Here are ways to cope with stress and promote wellbeing.

### **Pause. Breathe. Notice how you feel.**

Take slow deep breaths, stretch, or meditate.

Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.

### **Take breaks from upsetting content**

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

### **Take care of your body**

- **Exercise regularly.** Even one session of moderate-to-vigorous physical activity reduces anxiety, and even short bouts of physical activity are beneficial.
- **Get plenty of sleep.** Be consistent. Go to bed at the same time each night and get up at the same time each morning, including on the weekends
- **Try to eat healthy, well-balanced meals.** Add healthy fats, cut sodium, bump up your fiber, and aim for a variety of colors on your plate.
- **Avoid alcohol and drugs.**

### **Reach out and stay connected**

Talk with people you trust about your concerns and how you are feeling.

Check in with your loved ones often. It can help you and your loved ones feel less lonely and isolated.

(b)(5)



**Seek help if overwhelmed or unsafe**

If you, or someone you care about, are feeling overwhelmed with emotions like sadness, depression, or anxiety, or feel like you want to harm yourself or others, seek professional help.

If distress impacts activities of your daily life for several days or weeks, talk to a clergy member, counselor, or healthcare provider.

(b)(5)

Thanks,  
Stanley

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Stanley Onyimba  
**Sent:** Wed, 12 Aug 2020 17:47:24 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Jan Antonaros  
**Subject:** Re: Consolidating COVID Updates

(b)(5)

Also, thank you for the Spanish link! I should have caught that the links were NIH and not CDC links but thanks for pointing that out.

On Wed, Aug 12, 2020 at 4:11 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

On the one box, (b)(5)

(b)(5)

Do not delay urgent or routine care because of COVID-19. Seek immediate care for severe or sudden health events or emergencies. Delaying medical care can be a threat to your health and wellbeing.

The two links you sent are NIHs not ours. If you need me to connect to them, let me know.

Here is link – I accidentally pasted it twice in a row!

<https://www.cdc.gov/alcohol/hojas-informativas/consumo-alcohol-salud.html>

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, August 11, 2020 5:39 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Consolidating COVID Updates

Hi Carol,

No worries! Would you mind resending the link (it doesn't seem to work for me)? Glad to hear that the

(b)(5)

Separately, we noticed that the CDC added messaging on seeking care during emergencies. Our product team also plans to update our call ahead onebox with similar messaging. Please let us know if you have any questions or concerns with the new messaging (mock below).

**Current**

Launched: March 2020

**New**

Expected Launch: Aug 2020

(b)(5)

(b)(5)

Thanks,  
Stanley

On Tue, Aug 11, 2020 at 9:50 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

(b)(5)

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, August 6, 2020 9:58 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Consolidating COVID Updates

Hi Fred and Carol,

As you know, we are actively working to amplify mask messaging and are very excited about the latest COVID-19 prevention resources on the CDC's site. Following the Google mask Doodle that launched on our homepage yesterday, our Shopping team (b)(5)

(b)(5)

(b)(5)

(b)(5)

[Physical Activity Basics](#)  
[Tips for Better Sleep](#)  
[Healthy Eating Tips](#)  
[Alcohol Use and Your Health](#)

Thanks,

Stanley

On Thu, Jul 30, 2020 at 2:19 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Great to hear, thanks for the update!

On Thu, Jul 30, 2020 at 1:53 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

Also, some good news that we are finally changing our wording in most of our materials from face covering to masks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
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**Subject:** Re: Consolidating COVID Updates

Hi Carol,

Glad you're a fan of the videos! (b)(5)

(b)(5)

Thanks,  
Stanley

On Wed, Jul 29, 2020 at 12:53 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

I missed this one yesterday – thanks for (b)(5)



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**Sent:** Tuesday, July 28, 2020 5:00 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
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Thanks,  
Stanley

On Wed, Jul 22, 2020 at 10:45 AM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

3. Cynthia said she'd get back to us soon

4. (b)(5)

Their notes: (b)(5)

(b)(5)

(b)(5)

(b)(5)

**Take breaks from upsetting content**  
Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 21, 2020 6:56 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Consolidating COVID Updates

Perfect, thanks for the quick response!

On Tue, Jul 21, 2020 at 3:50 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

1/2 a&b (b)(5) Thank you so much for all your work on this issue.

3. I sent to Cynthia but have not heard more. I'll get back to you tomorrow.

4. (b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 21, 2020 5:57 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Consolidating COVID Updates

Hi Carol and Fred,

Hope all is well. In an effort to save your inboxes, I'd like to consolidate updates across a few email threads here:

1. **Wear a Mask. Save Lives:** YouTube is looking to add similar "Wear a Mask. Save Lives" messaging in a visual banner and video clip (screenshot below):
  - a. Banner - YT plans to update the current general CDC banner that YT is promoting on the homepage to the copy below with the following text: "Face coverings can help reduce the spread of COVID-19" and link out to the same CDC site as the Wear a Mask campaign.

(b)(5)

(b)(5)

- - b. Video - YT also plans to include the link out to the [CDC.gov](https://www.cdc.gov) face covering page on the following YouTube "Wear a Mask" video PSA. The link to the CDC page is in the video description, info card "i" in the upper right of the video and a companion banner that shows up when the video runs as an ad.



3. **COVID-19 Vaccine Claims:** (b)(5)  
(b)(5)

4. **Mental Wellness on Search:** Given the positive response we've seen from this Be Kind to Your Mind mental wellness tips on the Search "coping tab", (b)(5)  
(b)(5)

**English  
Text (Currently live)**

**Spanish Translation**

**Be Kind to Your Mind**

(b)(5)

Mental health problems are common. Here are ways to cope with stress and promote wellbeing.

**Pause. Breathe. Notice how you feel.**

Take slow deep breaths, stretch, or meditate.

Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.

**Take breaks from upsetting content**  
Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

**Take care of your body**

- **Exercise regularly.** Even one session of moderate-to-vigorous physical activity reduces anxiety, and even short bouts of physical activity are beneficial.
- **Get plenty of sleep.** Be consistent. Go to

bed at the same time each night and get up at the same time each morning, including on the weekends

- **Try to eat healthy, well-balanced meals.** Add healthy fats, cut sodium, bump up your fiber, and aim for a variety of colors on your plate.
- **Avoid alcohol and drugs.**

### **Reach out and stay connected**

Talk with people you trust about your concerns and how you are feeling.

Check in with your loved ones often. It can help you and your loved ones feel less lonely and isolated.

### **Seek help if overwhelmed or unsafe**

If you, or someone you care about, are feeling overwhelmed with emotions like sadness, depression, or anxiety, or feel like you want to harm yourself or others, seek professional help.

If distress impacts activities of your daily life for several days or weeks, talk to a clergy member, counselor, or healthcare provider.

(b)(5)

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Heyns, Terri  
**Sent:** Wed, 4 Mar 2020 01:54:00 +0000  
**To:** Kylie Holmes;Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP);Payton Iheme;Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Liz Lagone;Smyke Epstein, Caitlin (CDC cdcfoundation.org);CDC IMS 2019 NCOV Response Policy Partnerships  
**Subject:** RE: CDC Facebook Ad Update

Hi Kylie – That’s great news! We can definitely put them to good use for the response.

We are grateful for your support.

Terri

**From:** Kylie Holmes <kylieh@fb.com>  
**Sent:** Tuesday, March 3, 2020 8:24 PM  
**To:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <lli0@cdc.gov>; Payton Iheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Liz Lagone <llagone@fb.com>; Smyke Epstein, Caitlin <csmykeepstein@CDCFoundation.org>; Heyns, Terri <theyns@CDCFoundation.org>; CDC IMS 2019 NCOV Response Policy Partnerships <eocevent337@cdc.gov>  
**Subject:** Re: CDC Facebook Ad Update

Hi Madison and Terri,

While we wait on this legal note from CDC, I wanted to flag that we had already created a set of coupons for CDC Foundation for \$50,000. Since this has already drawn from our global ad coupon budget, with your permission, we’d love to go ahead and provide these credits to the foundation. Otherwise, these credits would go unused as they cannot be reassigned. (Separately, we are working to clear coupons for CDC proper.)

Attached are the codes specific to the CDC Foundation for coronavirus messaging. Please note that our [Ad Credits Terms and Conditions](#) will apply to these and future ad credits.

~Kylie

## FACEBOOK

### Kylie Holmes

Global Policy Programs | Disaster and Crisis  
1 Facebook Way | Men o Park, CA 94025  
[kylieh@fb.com](mailto:kylieh@fb.com) | + 1 (650) 505-8580

**From:** "Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP)" <[lli0@cdc.gov](mailto:lli0@cdc.gov)>  
**Date:** Tuesday, March 3, 2020 at 2:05 PM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>, Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>, "Smyke Epstein, Caitlin (CDC cdcfoundation.org)" <[csmymykeepstein@cdcfoundation.org](mailto:csmymykeepstein@cdcfoundation.org)>, "Heyns, Terri (CDC cdcfoundation.org)" <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>, CDC IMS 2019 NCOV Response Policy Partnerships <[eocevent337@cdc.gov](mailto:eocevent337@cdc.gov)>  
**Subject:** Re: CDC Facebook Ad Update

Thanks for understanding. Will route to you as soon as I get it.

Madison

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**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, March 3, 2020 5:04:25 PM  
**To:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <[lli0@cdc.gov](mailto:lli0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>; Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>; Smyke Epstein, Caitlin (CDC cdcfoundation.org) <[csmymykeepstein@cdcfoundation.org](mailto:csmymykeepstein@cdcfoundation.org)>; Heyns, Terri (CDC cdcfoundation.org) <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>; CDC IMS 2019 NCOV Response Policy Partnerships <[eocevent337@cdc.gov](mailto:eocevent337@cdc.gov)>  
**Subject:** Re: CDC Facebook Ad Update

Thank you Madison,

I understand. For our part, we just need a response from CDC or CDC legal allowing us to gift. We will stand by.

Best,

Payton

**From:** "Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP)" <[lli0@cdc.gov](mailto:lli0@cdc.gov)>  
**Date:** Tuesday, March 3, 2020 at 5:01 PM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>, Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>, "Smyke Epstein, Caitlin (CDC cdcfoundation.org)" <[csmymykeepstein@cdcfoundation.org](mailto:csmymykeepstein@cdcfoundation.org)>, "Heyns, Terri (CDC cdcfoundation.org)" <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>, CDC IMS 2019 NCOV Response Policy Partnerships <[eocevent337@cdc.gov](mailto:eocevent337@cdc.gov)>  
**Subject:** Re: CDC Facebook Ad Update

Hi Payton,

I am managing all gifts coming to the response. We have shifted the gift that was originally coming to the Foundation to now come to CDC as a direct gift. We are using the information regarding the gift provided to the Foundation to process our forms. Please let me know if I should amend anything or if we should discuss.

I am working to get a letter for you to confirm acceptance once we complete the internal review process. It is currently in the final stage of review.

Apologies for the delays as we continue to navigate this response. We are very appreciative of Facebook's support.

Best,

Madison

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**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, March 3, 2020 4:56:19 PM  
**To:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <[lli0@cdc.gov](mailto:lli0@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>; Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>; Smyke Epstein, Caitlin (CDC cdcfoundation.org) <[csmakeepstein@cdcfoundation.org](mailto:csmakeepstein@cdcfoundation.org)>; Heyns, Terri (CDC cdcfoundation.org) <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>; CDC IMS 2019 NCOV Response Policy Partnerships <[eocevent337@cdc.gov](mailto:eocevent337@cdc.gov)>  
**Subject:** Re: CDC Facebook Ad Update

Hello everyone,

Madison you are managing for CDC Foundation correct not the CDC legal process?

We understand CDC wants direct credit as well. Carol is CDC also providing a document to let us know that your legal team is ok for us to provide those?

Best,

Payton

**From:** "Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP)" <[lli0@cdc.gov](mailto:lli0@cdc.gov)>  
**Date:** Tuesday, March 3, 2020 at 11:59 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, "Heyns, Terri (CDC cdcfoundation.org)" <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>, Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>, "Smyke Epstein, Caitlin (CDC cdcfoundation.org)" <[csmakeepstein@cdcfoundation.org](mailto:csmakeepstein@cdcfoundation.org)>, CDC IMS 2019 NCOV Response Policy Partnerships <[eocevent337@cdc.gov](mailto:eocevent337@cdc.gov)>  
**Subject:** RE: CDC Facebook Ad Update

Hello Payton,

Thank you for checking in. We are still undergoing the gift review process and will be in touch once it is approved.

Best,

Madison Walter-Garcia

Policy Team – CDC Foundation Liaison

COVID-19 Response

[lli0@cdc.gov](mailto:lli0@cdc.gov)

(c): 404-747-1527

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, March 3, 2020 11:57 AM

**To:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <[lli0@cdc.gov](mailto:lli0@cdc.gov)>; Heyns, Terri (CDC cdcfoundation.org) <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>; Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>; Smyke Epstein, Caitlin (CDC cdcfoundation.org) <[csmakeepstein@cdcfoundation.org](mailto:csmakeepstein@cdcfoundation.org)>

**Subject:** Re: CDC Facebook Ad Update

Good morning Madison and Carol,

Would you send over the documentation. We want to get these out to you as soon as possible. Our teams are standing by to help.

Best,

Payton

**From:** "Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP)" <[lli0@cdc.gov](mailto:lli0@cdc.gov)>

**Date:** Saturday, February 29, 2020 at 3:46 PM

**To:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, "Heyns, Terri (CDC cdcfoundation.org)" <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>, Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>, "Smyke Epstein, Caitlin (CDC cdcfoundation.org)" <[csmakeepstein@cdcfoundation.org](mailto:csmakeepstein@cdcfoundation.org)>

**Subject:** Re: CDC Facebook Ad Update

Hello Payton,

We are currently completing CDC's internal gift review process and can send over a letter once completed. I should be able to send something over on Monday or Tuesday.

Best,



Madison Walter-Garcia  
CDC Foundation Liaison  
COVID-19 Response

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**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Saturday, February 29, 2020 1:32:32 PM  
**To:** Heyns, Terri (CDC cdcfoundation.org) <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Kylie Holmes <[kylieh@fb.com](mailto:kylieh@fb.com)>; Liz Lagone <[llagone@fb.com](mailto:llagone@fb.com)>; Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <[lli0@cdc.gov](mailto:lli0@cdc.gov)>; Smyke Epstein, Caitlin (CDC cdcfoundation.org) <[csmykeepstein@cdcfoundation.org](mailto:csmykeepstein@cdcfoundation.org)>  
**Subject:** Re: CDC Facebook Ad Update

Hi Terry and Carol.

Thanks for the update.

We would be happy to help here. Can we get a note from your legal team that it is ok to provide the as credits directly to CDC? Our teams are standing by and aware of your latest update.

Best,

Payton

Sent from my iPhone

On Feb 29, 2020, at 10:56 AM, Heyns, Terri <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)> wrote:

Hi Kylie – I wanted to let you know that given the current coronavirus situation, CDC approved that they would be able to directly receive the Facebook ad credits. Since this is a change in the current direction of providing the credits through the CDC Foundation, we wanted to let you know of this change quickly. We greatly appreciate your support and hope that this new direction better meets the needs of getting CDC's important information out through the ads.

Please let me know if there's anything that I can do to help facilitate this change in plans. I am copying in both Madison Walter-Garcia and Carol Crawford at CDC who can help determine the next steps on CDC's side.

Thanks,  
Terri

**Terri Heyns**

Associate Vice President for Communications

404.413.1148

[www.cdcfoundation.org](http://www.cdcfoundation.org)

[twitter](#) . [linkedin](#) . [facebook](#) . [instagram](#)

<[image001.png](#)>

**From:** Kylie Holmes  
**Sent:** Wed, 4 Mar 2020 01:24:28 +0000  
**To:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP); Payton IHEME; Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Liz Lagone; Smyke Epstein, Caitlin (CDC cdcfoundation.org); Heyns, Terri (CDC cdcfoundation.org); CDC IMS 2019 NCOV Response Policy Partnerships  
**Subject:** Re: CDC Facebook Ad Update  
**Attachments:** 02.28.20- CDC Foundation - \$50K exp-12.31.20.xlsx

Hi Madison and Terri,

While we wait on this legal note from CDC, I wanted to flag that we had already created a set of coupons for CDC Foundation for \$50,000. Since this has already drawn from our global ad coupon budget, with your permission, we'd love to go ahead and provide these credits to the foundation. Otherwise, these credits would go unused as they cannot be reassigned. (Separately, we are working to clear coupons for CDC proper.)

Attached are the codes specific to the CDC Foundation for coronavirus messaging. Please note that our [Ad Credits Terms and Conditions](#) will apply to these and future ad credits.

~Kylie

## FACEBOOK

### Kylie Holmes

Global Policy Programs | Disaster and Crisis  
1 Facebook Way | Menlo Park, CA 94025  
[kylieh@fb.com](mailto:kylieh@fb.com) | +1 (650) 505-8580

**From:** "Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP)" <lli0@cdc.gov>  
**Date:** Tuesday, March 3, 2020 at 2:05 PM  
**To:** Payton IHEME <payton@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Cc:** Kylie Holmes <kylieh@fb.com>, Liz Lagone <llagone@fb.com>, "Smyke Epstein, Caitlin (CDC cdcfoundation.org)" <csmykeepstein@cdcfoundation.org>, "Heyns, Terri (CDC cdcfoundation.org)" <theyns@cdcfoundation.org>, CDC IMS 2019 NCOV Response Policy Partnerships <eocevent337@cdc.gov>  
**Subject:** Re: CDC Facebook Ad Update

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**Cc:** Kylie Holmes <kylieh@fb.com>; Liz Lagone <llagone@fb.com>; Smyke Epstein, Caitlin (CDC cdcfoundation.org) <csmakeepstein@cdcfoundation.org>; Heyns, Terri (CDC cdcfoundation.org) <theyns@cdcfoundation.org>; CDC IMS 2019 NCOV Response Policy Partnerships <eocevent337@cdc.gov>  
**Subject:** Re: CDC Facebook Ad Update

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**Date:** Tuesday, March 3, 2020 at 5:01 PM  
**To:** Payton Ihome <payton@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Cc:** Kylie Holmes <kylieh@fb.com>, Liz Lagone <llagone@fb.com>, "Smyke Epstein, Caitlin (CDC cdcfoundation.org)" <csmakeepstein@cdcfoundation.org>, "Heyns, Terri (CDC cdcfoundation.org)" <theyns@cdcfoundation.org>, CDC IMS 2019 NCOV Response Policy Partnerships <eocevent337@cdc.gov>  
**Subject:** Re: CDC Facebook Ad Update

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Madison

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**To:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <lli0@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
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**Date:** Tuesday, March 3, 2020 at 11:59 AM  
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**Cc:** Kylie Holmes <kylieh@fb.com>, Liz Lagone <llagone@fb.com>, "Smyke Epstein, Caitlin (CDC cdcfoundation.org)" <csmykeepstein@cdcfoundation.org>, CDC IMS 2019 NCOV Response Policy Partnerships <eocevent337@cdc.gov>  
**Subject:** RE: CDC Facebook Ad Update

Hello Payton,

Thank you for checking in. We are still undergoing the gift review process and will be in touch once it is approved.

Best,

Madison Walter-Garcia

Policy Team – CDC Foundation Liaison  
COVID-19 Response  
[lli0@cdc.gov](mailto:lli0@cdc.gov)  
(c): 404-747-1527

**From:** Payton IHEME <payton@fb.com>  
**Sent:** Tuesday, March 3, 2020 11:57 AM  
**To:** Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <lli0@cdc.gov>; Heyns, Terri (CDC cdcfoundation.org) <theyns@cdcfoundation.org>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Kylie Holmes <kylieh@fb.com>; Liz Lagone <llagone@fb.com>; Smyke Epstein, Caitlin (CDC cdcfoundation.org) <csmykeepstein@cdcfoundation.org>  
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**Subject:** Re: CDC Facebook Ad Update

Hello Payton,

We are currently completing CDC's internal gift review process and can send over a letter once completed. I should be able to send something over on Monday or Tuesday.  
Best,

Madison Walter-Garcia  
CDC Foundation Liaison  
COVID-19 Response

Get [Outlook for iOS](#)

**From:** Payton IHEME <payton@fb.com>  
**Sent:** Saturday, February 29, 2020 1:32:32 PM  
**To:** Heyns, Terri (CDC cdcfoundation.org) <theyns@cdcfoundation.org>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Kylie Holmes <kylieh@fb.com>; Liz Lagone <llagone@fb.com>; Walter-Garcia, Madison (CDC/DDPHSIS/CGH/DGHP) <lli0@cdc.gov>; Smyke Epstein, Caitlin (CDC cdcfoundation.org) <csmykeepstein@cdcfoundation.org>  
**Subject:** Re: CDC Facebook Ad Update

Hi Terry and Carol.

Thanks for the update.

We would be happy to help here. Can we get a note from your legal team that it is ok to provide the as credits directly to CDC? Our teams are standing by and aware of your latest update.

Best,

Payton

Sent from my iPhone

On Feb 29, 2020, at 10:56 AM, Heyns, Terri <[theyns@cdcfoundation.org](mailto:theyns@cdcfoundation.org)> wrote:

Hi Kylie – I wanted to let you know that given the current coronavirus situation, CDC approved that they would be able to directly receive the Facebook ad credits. Since this is a change in the current direction of providing the credits through the CDC Foundation, we wanted to let you know of this change quickly. We greatly appreciate your support and hope that this new direction better meets the needs of getting CDC's important information out through the ads.

Please let me know if there's anything that I can do to help facilitate this change in plans. I am copying in both Madison Walter-Garcia and Carol Crawford at CDC who can help determine the next steps on CDC's side.

Thanks,  
Terri

**Terri Heyns**

Associate Vice President for Communications

404.443.1148

[www.cdcfoundation.org](http://www.cdcfoundation.org)

[@terriheyns](#) | [terriheyns](#) | [terriheyns](#) | [terriheyns](#)

<image001.png>

**Partner:** CDC Foundation

**Purpose:** Facebook ad credits to support messaging related to coronavirus

Ad Credit Coupon Terms and Conditions - [click here](#)

<b>Ad Coupon Code</b>	<b>Currency</b>	<b>Coupon Value</b>	<b>Expiration</b>
TEVC-1NJE-1J3F-8XW7	USD	\$10,000	31-Dec-20
EF9K-8PMJ-TFVC-NK04	USD	\$10,000	31-Dec-20
6M5C-7JE5-RV2Y-1RXX	USD	\$10,000	31-Dec-20
PHHP-X3MX-T1XT-KM7H	USD	\$10,000	31-Dec-20
P2V7-9CN2-N8PF-4NY5	USD	\$10,000	31-Dec-20
<b>Total</b>	<b>USD</b>	<b>\$50,000</b>	<b>31-Dec-20</b>

**From:** Stanley Onyimba  
**Sent:** Thu, 5 Mar 2020 11:39:58 -0800  
**To:** Megan Ryskamp  
**Cc:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); LaPorte, Kathleen (CDC/DDID/NCIRD/ID); Yiaway Yeh; Jan Antonaros; Paul Shaw; Ruha Devanesan  
**Subject:** Re: CDC Link for Google COVID-19 SOS Alert

Hi All,

Just wanted to close the loop here and confirm that the the CDC link is now live in the US SOS Alert as the first link in the "Help and information" section under the news carousel. Thank you for all of your help!

Best,  
Stanley

On Fri, Feb 28, 2020 at 2:34 PM Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)> wrote:  
(removing Karen, adding Ruha)

Thank you very much for the quick response, Fred. (b)(5)

(b)(5)

On Fri, Feb 28, 2020 at 2:30 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Thanks Stanley,

And thanks for the heads up. I think we're in a good shape to handle the additional traffic but (b)(5) so we can monitor our servers and our Akamai offload to make sure we've got it under control.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, February 28, 2020 5:02 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Yiaway Yeh <[ayych@google.com](mailto:ayych@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Paul Shaw <[pshaw@google.com](mailto:pshaw@google.com)>; Karen Zeglis Hamad <[kzeglis@google.com](mailto:kzeglis@google.com)>  
**Subject:** CDC Link for Google COVID-19 SOS Alert



Hi Carol and Fred,

In order to provide users with timely coronavirus information at global scale, we have launched SOS Alerts with high quality and consistent health information globally, from the World Health Organization (WHO). However, as coronavirus has spread to other countries that have specific local containment strategies and public health guidance, we are exploring how best to connect people with that local information through a variety of different product features.

Carol previously provided a list of preferred CDC coronavirus links and we are exploring how we might surface one of the following recommended links through our COVID-19 SOS Alert:

<https://www.cdc.gov/coronavirus/2019-ncov/about/index.html>

We expect that your website may experience increased traffic as a result of this product treatment and you may wish to notify your IT department of this update

(b)(5)

(b)(5)

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Malik Ducard  
**Sent:** Tue, 10 Mar 2020 16:59:37 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC update video is ready...

Hi Carol - FYI - the video is live at 10% now and is propagating to 100% across mobile and web. We start rolling out 10% to make sure the code is working and then expand from there. Everything is working and we should see viewership increases soon. I'm around for questions! I'm happy to do a debrief later or in the morning on the other workstreams. Best -M

On Tue, Mar 10, 2020 at 3:57 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Thanks for the update. I don't see anything up yet on mobile.

In terms of timing, our briefings are at usually between 12-2 so I don't think we can shift earlier but because this is not the first one, I think we could have it done more like 4 or 5 vs 7:30.

Let me check on creative call – I'd like to, just need to check with the studio.

Let me check on the cards.

We are in-touch with AARP but here is our video for Older Adults for your reference/reuse:  
<https://www.youtube.com/watch?v=TjcoN9Aek24&list=PLvrp9iOILTQaJa78zFQ0QgvShQ2HEwHxP&index=23&t=0s>

Thanks!

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Tuesday, March 10, 2020 2:56 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>  
**Subject:** Re: CDC update video is ready...

Thanks Carol!

(b)(5)

It's take time for it to weave through our systems. The first appearance of it will be on mobile homepage; then desktop homepage. Desktop will take longer - but when it appears on desktop, it will be side-by-side with the 2 other evergreen videos. Will let you know if there are any curveballs or issues that come up.

- Great to hear that there may be a Friday video; in terms of timing, would be helpful if we could target the morning, given the time it takes to go live on our end.

- In terms of some of the creative - we wanted to offer up some basic assistance if helpful and not intrusive. eg - we can create some nice graphics, provide music, etc .. that can help make the next video pop more. The first video was super informative; if we can help with some of the packaging/form, that could help it connect with viewers even more. Happy to ask our team to join a call with yours to discuss...or we could kick off a separate thread and figure out specs over email. Whatever would be the most helpful. (And feel free to pass on the offer too! :)

- Following up on a prior item re: senior / older viewers... AARP has a great channel on YT; it's a cool channel with around 130k subscribers and great content. Perhaps a collaboration with them would be interesting. We're in touch with them and happy to facilitate. <https://www.youtube.com/user/aarp>

- Finally, we saw the news that the CDC is coming out with (or has come out with) some new summary guidelines to help people with guidance around the crisis (eg washing hands etc).. I saw some graphic cards featured on the news.. looks great. (b)(5)

(b)(5)

Happy to hop on the phone when you're available to discuss any of this.

Thanks!

On Tue, Mar 10, 2020 at 11:21 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Just checking in folks here are anxious to see what YouTube might do with it. 😊

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tuesday, March 10, 2020 11:12 AM  
**To:** [mducard@google.com](mailto:mducard@google.com)  
**Cc:** Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>  
**Subject:** RE: CDC update video is ready...

Sorry – just saw this. How about these two?

<https://www.youtube.com/watch?v=3Cx1b6H0H0E>

<https://www.youtube.com/watch?v=VPBT2oLQv3k>

(b)(5)

(b)(5)

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Tuesday, March 10, 2020 12:37 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>  
**Subject:** Re: CDC update video is ready...

(b)(5)

Related, do you have any evergreen videos that are already live on your channel that you could point us to? Know you have updated evergreen ones coming, but if there's anything relevant now on YT, that would be helpful - we have a desktop homepage unit that is accompanied by 2-3 additional videos slots (in addition to the new update video).

Best -M

On Mon, Mar 9, 2020 at 4:36 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

I saw the CDC link go up on YouTube this afternoon – thank you so much!

I'll be in my car for next 1.5 hours so call me if you need me [678-920-0578](tel:678-920-0578).

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Monday, March 9, 2020 4:59 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>  
**Subject:** Re: CDC Video - input on Styles

Ok, thanks for the update

On Mon, Mar 9, 2020 at 1:41 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Sunday, March 8, 2020 10:03 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>  
**Subject:** Re: CDC Video - input on Styles

(b)(5)

On Sun, Mar 8, 2020 at 8:47 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Much appreciated!

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Sunday, March 8, 2020 11:31 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>  
**Subject:** Re: CDC Video - input on Styles

(b)(5)

On Sun, Mar 8, 2020, 7:08 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

I'm sorry I just am now seeing this. If YouTube elects to use the logo we've already placed on your channel and its part of the federal TOS to reuse, I'm OK with it.

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Saturday, March 7, 2020 10:43 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley

Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: CDC Video - input on Styles

Sorry Carol; one more time -

(b)(5)

Thanks

On Sat, Mar 7, 2020 at 6:58 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Sorry, I think my last email confused things.

Carola and I just spoke live on the phone and I shared that we will

(b)(5)

(b)(5)

Thanks very much

On Sat, Mar 7, 2020 at 6:34 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

(b)(5)

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Saturday, March 7, 2020 9:17 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>

**Cc:** Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>  
**Subject:** Re: CDC Video - input on Styles

This is what I'm referring to:

On Sat, Mar 7, 2020 at 6:14 PM Malik Ducard <mducard@google.com> wrote:

(b)(5)

On Sat, Mar 7, 2020 at 5:54 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Yes. Thank you!!

PS. I assume you got the res file that you needed but if you need something else please let me know

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Saturday, March 7, 2020 8:50:09 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>  
**Subject:** Re: CDC Video - input on Styles

Hi Carol

(b)(5)

On Sat, Mar 7, 2020, 8:53 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:



(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Saturday, March 7, 2020 11:48 AM  
**To:** [mducard@google.com](mailto:mducard@google.com)  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Michael Howell <[mdhowell@google.com](mailto:mdhowell@google.com)>  
**Subject:** RE: CDC Video - input on Styles

(b)(5)

Very high priority for us right now.

Thanks.

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Friday, March 6, 2020 3:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Michael Howell <[mdhowell@google.com](mailto:mdhowell@google.com)>  
**Subject:** Re: CDC Video - input on Styles

Hi Carol,

Know you've very busy. Two items:

- Here is a [LINK](#) to our sheet that covers tips on making effective YT videos. I've attached a PDF of it as well.

(b)(5)

Please let us know what you think and if there's anything we can do to help.

Thank you!

Malik

On Thu, Mar 5, 2020 at 3:11 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

(b)(5)

(b)(5)

Related, we're working on a YT 'tips sheet' that we'll send over that can be helpful guidance for video creation. We'll send that over to you today or tomorrow; and our team is happy to hop on the phone to help.

Will keep you posted. Thanks

On Thu, Mar 5, 2020 at 2:50 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

I'll continue to keep you posted. Thank you for the other clarifications.

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Thursday, March 5, 2020 11:54 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngorcn@google.com](mailto:ngorcn@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: CDC Video - input on Styles

Thanks Carol - I've copied your questions with answers below; topline: I think we're aligned across-the-board

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

Thanks!

Malik

On Thu, Mar 5, 2020 at 6:46 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Thanks for you thoughts. I agree something weekly is much more doable. The idea of the text alert on the home page is great and much appreciated. Are you considering other Coronavirus content for the rest of the week from other sources? I will note that the “weekly” update may become out of date quickly so I think there may need to be consideration that it won’t be timely for the full week and that we might not have replacement videos ready.

(b)(5)

(b)(5)

Thanks!

Carol

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Thursday, March 5, 2020 1:19 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>  
**Cc:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: CDC Video - input on Styles

Hi Carol -

Thank you ; wanted to follow up here on 5 items:

(b)(5)



Thank you,

Malik

On Wed, Mar 4, 2020 at 5:16 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Carol, thanks very much for the call today.

(b)(5)

(b)(5)

In addition to this, we're discussing how we could

(b)(5)

(b)(5)

Will follow up more a little later - pls let me know if you have any thoughts or questions.

Thanks

On Wed, Mar 4, 2020 at 3:46 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Thank you so much for meeting today. There is a lot of excitement

(b)(5)

(b)(5)

Here are 3 examples of different styles we have on hand now.

1. How does COVID-19 spread? - Single speaker
2. COVID-19: Stop the Spread of Germs - Animated

### 3. 5 Things to Know (in update) - Interview

Thank you for your thoughts.

Carol Y. Crawford

Chief, Digital Media Branch

Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

404-498-2480

ccrawford@cdc.gov

Cell: 678-920-0578

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sun, 8 Mar 2020 03:47:39 +0000  
**To:** mducard@google.com  
**Cc:** Lee Hadlow;Nira Goren;Stanley Onyimba  
**Subject:** Re: CDC Video - input on Styles

(b)(5)

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Saturday, March 7, 2020 10:42:52 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: CDC Video - input on Styles

Sorry Carol; one more time -

(b)(5)

Thanks

On Sat, Mar 7, 2020 at 6:58 PM Malik Ducard <mducard@google.com> wrote:  
Sorry, I think my last email confused things.

Carola and I just spoke live on the phone and I shared that we will

(b)(5)

Thanks very much

On Sat, Mar 7, 2020 at 6:34 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

(b)(5)

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Saturday, March 7, 2020 9:17 PM



**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>  
**Subject:** Re: CDC Video - input on Styles

This is what I'm referring to:

On Sat, Mar 7, 2020 at 6:14 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

(b)(5)

On Sat, Mar 7, 2020 at 5:54 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Yes. Thank you!!

(b)(5)

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Saturday, March 7, 2020 8:50:09 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>  
**Subject:** Re: CDC Video - input on Styles

Hi Carol

(b)(5)

On Sat, Mar 7, 2020, 8:53 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Saturday, March 7, 2020 11:48 AM  
**To:** [mducard@google.com](mailto:mducard@google.com)  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Michael Howell <[mdhowell@google.com](mailto:mdhowell@google.com)>  
**Subject:** RE: CDC Video - input on Styles

(b)(5)

Very high priority for us right now.

Thanks.

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
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**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
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404-498-2480

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And one note- I think this could be the most expedient path. As part of the standard YT terms, CDC previously gave YT the rights to use the image on the platform, so hopefully it makes it easier. I can plus in the person who has the specifics there if helpful. Thanks again

On Sat, Mar 7, 2020 at 7:42 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:  
Sorry Carol; one more time -

(b)(5)

Thanks

On Sat, Mar 7, 2020 at 6:58 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:  
Sorry, I think my last email confused things.

Carola and I just spoke live on the phone and I shared that we will (b)(5)

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**From:** Lee (Hadlow) Halloran  
**Sent:** Sat, 7 Mar 2020 21:33:24 -0500  
**To:** Malik Ducard; Stanley Onyimba  
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Carol Y. Crawford

Chief, Digital Media Branch

Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

404-498-2480

ccrawford@cdc.gov

Cell: 678-920-0578

**From:** Malik Ducard  
**Sent:** Sat, 7 Mar 2020 18:17:13 -0800  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Lee Hadlow;Nira Goren  
**Subject:** Re: CDC Video - input on Styles  
**Attachments:** Screen Shot 2020-03-07 at 6.16.39 PM.png

This is what I'm referring to:

On Sat, Mar 7, 2020 at 6:14 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

(b)(5)

On Sat, Mar 7, 2020 at 5:54 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Yes. Thank you!!

PS. I assume you got the res file that you needed but if you need something else please let me know

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>

**Sent:** Saturday, March 7, 2020 8:50:09 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>

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COVID-19

Get the latest information on COVID-19 from the CDC.

DISMISS

CDC



CENTERS FOR DISEASE  
CONTROL AND PREVENTION

COVID-19

Get the latest information about COVID-19

DISMISS

CDC

**From:** Malik Ducard  
**Sent:** Sat, 7 Mar 2020 09:44:59 -0800  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC Video - input on Styles

I've asked a few folks on the team over email. I don't have any immediate thoughts but brainstorming and will circle back thanks

On Sat, Mar 7, 2020, 9:43 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Did you have thoughts on my elderly question? (may have gotten lost in conversation mode)

Thanks!

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Saturday, March 7, 2020 12:42 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: CDC Video - input on Styles

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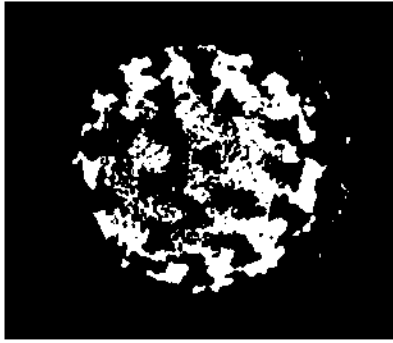
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- Thanks for PDF, we'll check it out. (b)(5)
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Related, we're working on a YT 'tips sheet' that we'll send over that can be helpful guidance for video creation. We'll send that over to you today or tomorrow; and our team is happy to hop on the phone to help.

Will keep you posted. Thanks

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(b)(5)

(b)(5)

I'll continue to keep you posted. Thank you for the other clarifications.

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Thursday, March 5, 2020 11:54 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Subject:** Re: CDC Video - input on Styles

Thanks Carol - I've copied your questions with answers below; topline: I think we're aligned across-the-board

(b)(5)

(b)(5)

Thanks!

Malik

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Thanks for you thoughts. I agree something weekly is much more doable. The idea of the text alert on the home page is great and much appreciated. Are you considering other Coronavirus content for the rest of the week from other sources? I will note that the “weekly” update may become out of date quickly so I think there may need to be consideration that it won’t be timely for the full week and that we might not have replacement videos ready.

(b)(5)

Thanks!

Carol

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Thursday, March 5, 2020 1:19 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>  
**Cc:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
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Hi Carol -

Thank you ; wanted to follow up here on 5 items:

(b)(5)



Thank you,

Malik

On Wed, Mar 4, 2020 at 5:16 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Carol, thanks very much for the call today.

(b)(5)

(b)(5)

In addition to this, we're discussing how we could

(b)(5)

(b)(5)

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Thank you so much for meeting today. There is a lot of excitement

(b)(5)

(b)(5)

Here are 3 examples of different styles we have on hand now.

1. How does COVID-19 spread? - Single speaker
2. COVID-19: Stop the Spread of Germs - Animated
3. 5 Things to Know (in update) - Interview

Thank you for your thoughts.

Carol Y. Crawford

Chief, Digital Media Branch

Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

404-498-2480

ccrawford@cdc.gov

Cell: 678-920-0578



# Video Quickstart Guide



Make News a Conversation: How to Interview News

1:10:17

Click here for a video covering this topic!



How to Get Started on YouTube: Video Interview

1:10:17

Click here for a video covering this topic!



How to Make Eye-catching Thumbnails: Music Class 4310: Camera Upgrade

1:10:17

Click here for a video covering this topic!

## Be Conversational

- **Choose someone that is both knowledgeable and comfortable in front of the camera;** be sure to share their credentials with the audience!
- **Keep an accessible, friendly tone...** as you talk to your audience, and try to make viewers feel as if they're having an in-person conversation with the person on-camera.
- **..but still have a structure!** We recommend that you clearly state upfront what the video will cover so that viewers know what to expect and will keep watching. This will not only allow viewers to know exactly what they're getting from each video, but also help them jump to the section of the video relevant to their interests.
- **Control your narrative.** Consider [turning off comments](#) when speaking about sensitive topics or live streaming in order to keep the focus on the information in the video.

## Show & Tell

- **Pair eye-catching visuals with compelling narration** to attract, engage, and hold audience attention; these can be as complex as [extensive motion graphics](#) or as simple as real-time [whiteboard sketches](#)!
- **Use music to add a sense of pace and movement,** but avoid overusing the same track repeatedly to reduce viewer/listener fatigue. If you're looking for a source of royalty free music tracks and sound effects the [YouTube Audio Library](#) is a great place to start!
- **Be mindful of video length.** Viewers come to YouTube to watch and learn, so make your videos as long as they need to be in order to inform and educate your audience on a topic.

## Package Effectively

- **Use bright, high-contrast imagery when creating your video's thumbnail** to help catch viewer attention as they scroll through YouTube.
- **Accurately reflect the content** of your video via thumbnails that [utilize clear, high quality imagery and avoid cluttered compositions or overuse of text](#).
- **Structure your titles** with the most important words first and remember that titles are truncated after 60 characters on some YouTube surfaces.
- **Keep things accessible** by creating a title that can be understood by both [leaned-in and casual viewers](#); additionally, it's important to remember that viewers [may speak a different language that what's featured in the content!](#)
- **Use robust descriptions** that [provide additional information](#) and links to relevant websites.

## I Lean Into Existing Formats

Consider using a format online audiences already know. Some of the most popular formats for informative videos include:

- **Listicles** organize content via a numerical ranking.
- **Explainer videos** break complex topics into layman's terms, providing a bite-sized, easily understood narrative for viewers.
- **Live Content** provides viewers with an immediate, real-time stream of ongoing events; [click here for set up instructions!](#)
- **Expert Interviews** are centered around a 1:1 experience wherein a Subject Matter Expert uses their skillset to respond to FAQs or review existing media / topics.



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 5 Mar 2020 23:14:11 +0000  
**To:** mducard@google.com  
**Cc:** Lee Hadlow; Nira Goren; Smith, Fred (CDC/OD/OADC); Lansdale, Ashley (CDC/OD/OADC) (CTR)  
**Subject:** RE: CDC Video - input on Styles

Sounds good – yes, please send tip sheet.

I've also added Ashley Lansdale who is our POC the update video piece... so she will get it directly and has a way to call if needed. She's working closely with our experts and the studio.

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Thursday, March 5, 2020 6:12 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: CDC Video - input on Styles

(b)(5)

Related, we're working on a YT 'tips sheet' that we'll send over that can be helpful guidance for video creation. We'll send that over to you today or tomorrow; and our team is happy to hop on the phone to help.

Will keep you posted. Thanks

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(b)(5)

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**Sent:** Thursday, March 5, 2020 11:54 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
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(b)(5)



Thanks!  
Malik

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(b)(5)



Thanks!

Carol

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**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>

**Cc:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

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Thank you ; wanted to follow up here on 5 items:

(b)(5)

Thank you,

Malik

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Carol, thanks very much for the call today. (b)(5)

(b)(5)

In addition to this, we're discussing how we could (b)(5)

(b)(5)

Will follow up more a little later - pls let me know if you have any thoughts or questions.

Thanks

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Thank you so much for meeting today. There is a lot of excitement (b)(5)

(b)(5)

Here are 3 examples of different styles we have on hand now.

1. [How does COVID-19 spread?](#) - Single speaker
2. [COVID-19: Stop the Spread of Germs](#) - Animated
3. [5 Things to Know](#) (in update) - Interview

Thank you for your thoughts.

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
[404-498-2480](tel:404-498-2480)  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: [678-920-0578](tel:678-920-0578)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 9 Mar 2020 13:44:48 +0000  
**To:** mducard@google.com  
**Cc:** Lee Hadlow;Nira Goren;Stanley Onyimba;Chelsea Burkett  
**Subject:** RE: CDC Video - input on Styles

Maybe 5pm – if all goes to plan. But I do feel that is optimistic.

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Sunday, March 8, 2020 10:03 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>; Stanley Onyimba <sonyimba@google.com>; Chelsea Burkett <cburkett@google.com>  
**Subject:** Re: CDC Video - input on Styles

(b)(5)

On Sun, Mar 8, 2020 at 8:47 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
Much appreciated!

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Sunday, March 8, 2020 11:31 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>; Stanley Onyimba <sonyimba@google.com>; Chelsea Burkett <cburkett@google.com>  
**Subject:** Re: CDC Video - input on Styles

(b)(5)

On Sun, Mar 8, 2020, 7:08 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
I'm sorry I just am now seeing this. If YouTube elects to use the logo we've already placed on your channel and its part of the federal TOS to reuse, I'm OK with it.

**From:** Malik Ducard <mducard@google.com>  
**Sent:** Saturday, March 7, 2020 10:43 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Lee Hadlow <lhadlow@google.com>; Nira Goren <ngoren@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: CDC Video - input on Styles

Sorry Carol; one more time -

(b)(5)

Thanks

On Sat, Mar 7, 2020 at 6:58 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Sorry, I think my last email confused things.

Carola and I just spoke live on the phone and I shared that we will (b)(5)

(b)(5)

Thanks very much

On Sat, Mar 7, 2020 at 6:34 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>

**Sent:** Saturday, March 7, 2020 9:17 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>

**Subject:** Re: CDC Video - input on Styles

This is what I'm referring to:

On Sat, Mar 7, 2020 at 6:14 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

(b)(5)

On Sat, Mar 7, 2020 at 5:54 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Yes. Thank you!!

PS. I assume you got the res file that you needed but if you need something else please let me know

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>

**Sent:** Saturday, March 7, 2020 8:50:09 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>

**Subject:** Re: CDC Video - input on Styles

Hi Carol

(b)(5)

On Sat, Mar 7, 2020, 8:53 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Saturday, March 7, 2020 11:48 AM  
**To:** [mducard@google.com](mailto:mducard@google.com)  
**Cc:** Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Michael Howell <[mdhowell@google.com](mailto:mdhowell@google.com)>  
**Subject:** RE: CDC Video - input on Styles

(b)(5)

Very high priority for us right now.

Thanks.

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Friday, March 6, 2020 3:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Michael Howell <[mdhowell@google.com](mailto:mdhowell@google.com)>  
**Subject:** Re: CDC Video - input on Styles

Hi Carol,

Know you've very busy. Two items:

- Here is a [LINK](#) to our sheet that covers tips on making effective YT videos. I've attached a PDF of it as well.

(b)(5)

Please let us know what you think and if there's anything we can do to help.

Thank you!

Malik

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**Cc:** Nira Goren <[ngorcn@google.com](mailto:ngorcn@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
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Thank you for your thoughts.

Carol Y. Crawford

Chief, Digital Media Branch

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Centers for Disease Control and Prevention

404-498-2480

ccrawford@cdc.gov

Cell: 678-920-0578

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 17 Apr 2020 20:28:03 +0000  
**To:** Jan Antonaros;Young, Cathy (CDC/DDID/NCEZID/OD);Petty, Jacqueline (CDC/DDID/NCHHSTP/OD);Bonander, Jason (CDC/OCOO/OCIO)  
**Subject:** RE: CDC : Google

Thanks for the call.

By the way, Coronavirus Interactive (first version!) went live when we were on our call.

<https://www.cdc.gov/coronavirus-interactive/index.html>

Fred

**From:** Google Calendar <calendar-notification@google.com> **On Behalf Of** Jan Antonaros  
**Sent:** Friday, April 17, 2020 3:03 PM  
**To:** Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Petty, Jacqueline (CDC/DDID/NCHHSTP/OD) <ycu4@cdc.gov>; Jan Antonaros <jantonaros@google.com>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>  
**Subject:** CDC : Google

Dial in details for our call. Thank you!

### **CDC : Google**

Fri Apr 17, 2020 3:30pm – 4:30pm

[meet.google.com/ceq-dsoa-ycv](https://meet.google.com/ceq-dsoa-ycv)

[numbers](#) [+1 470-241-4978](tel:+14702414978) [More phone](#)

- Jan Antonaros
- [zjz2@cdc.gov](mailto:zjz2@cdc.gov)
- [bop1@cdc.gov](mailto:bop1@cdc.gov)
- [cjy1@cdc.gov](mailto:cjy1@cdc.gov)
- [cay2@cdc.gov](mailto:cay2@cdc.gov)
- Stanley Onyimba
- [ycu4@cdc.gov](mailto:ycu4@cdc.gov)
- Megan Ryskamp
- Johanna Shelton
- [anc0@cdc.gov](mailto:anc0@cdc.gov)
- [evp9@cdc.gov](mailto:evp9@cdc.gov)

**From:** Payton Itheme  
**Sent:** Fri, 27 Mar 2020 00:35:01 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: CDC- Support Vulnerable Populations and Frequent travelers

3:30 pm will work. I'll hold the time soon.

Apparently the lead engineer is from Detroit and relays the marginalized communities/poor are really getting hit more than the average. Hence why he was so taken with the CDC inquiry on travel and high-risk populations.

But I assume that is true nationwide...

Sent from my iPhone

On Mar 26, 2020, at 8:01 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Sounds interesting – how about between 11-12, 3:30 or 4:30. I have 2 or 3 people I'd want to listen – our travel group and our At risk group.

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Thursday, March 26, 2020 7:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** CDC- Support Vulnerable Populations and Frequent travelers

Hi Carol,

On more item. Ever since the initial request for ad credits to reach high-risk communities, the engineers here have been trying to see what Facebook or Instagram products that currently exist that can be shifted or modified to help CDC target those that are frequent travelers, international, and the high-risk populations for COVID.

I'm writing to share a product solution that the engineer team has been working on to support CDC's efforts to get targeted information to specific populations. (b)(5)

(b)(5)

(b)(5)

*And more on messenger soon.*

Best,

Payton



**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 10 Jul 2020 16:10:57 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Leidner, Laura (CDC/DDPHSIS/CGH/OD); Payton Iheme  
**Subject:** Re: Creative Sent for Review: 7.1 CDC COVID-19 Ads

Hi Carol,

Thanks for jumping in, this makes sense. This would be difficult for our team as well so I can imagine the effort it must require on your end. Ads stop being publicly accessible from the ad library once they're *inactive*, unless they're carrying disclaimers, but we continue pointing state and local health authorities to your organic posts and *active* ads for best in class examples of Covid PSAs. We're happy to share a slightly modified version of the agreement in case you would like to revisit at some point.

Best,  
-Airton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Monday, July 6, 2020 at 9:21 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>, Payton Iheme <payton@fb.com>  
**Subject:** RE: Creative Sent for Review: 7.1 CDC COVID-19 Ads

Airton – Jumping in on this. I mentioned this to Payton at our weekly meeting and we thought you could just rely on the fact this content is in the public domain. Its difficult for us to sign documents like this.

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, July 3, 2020 10:21 AM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: Creative Sent for Review: 7.1 CDC COVID-19 Ads

Hi Laura,

(b)(5)

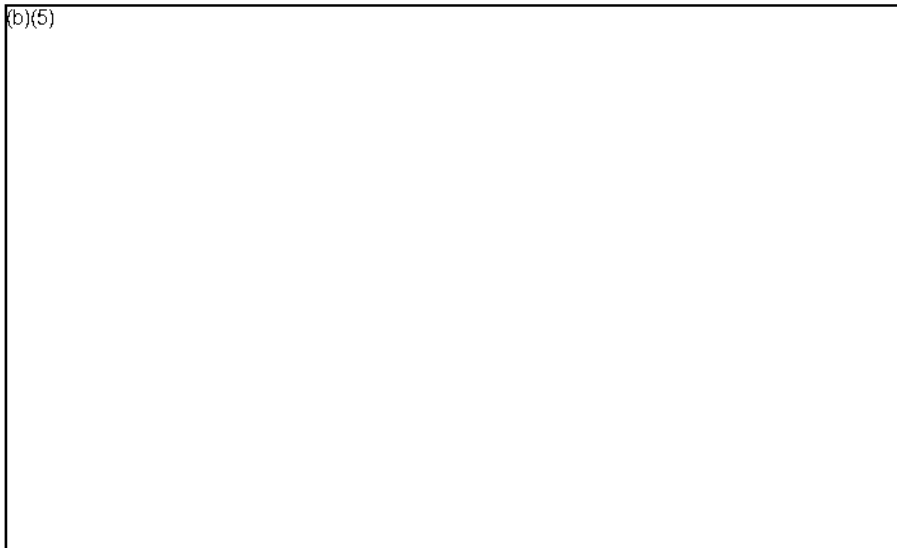
Additionally please let us know if the team has any thoughts or feedback on the marketing agreement, it'd be great for other government organizations at the local and national level to be able to learn from your Covid19 efforts in service of the public.

Happy 4<sup>th</sup>  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Date:** Wednesday, July 1, 2020 at 4:46 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Creative Sent for Review: 7.1 CDC COVID-19 Ads

Hello Airton,

I submitted the following ads for transparency review.



One note: For the Spanish ads, I have provided the creative in translation and the ad text in English, but I am happy to follow up with the ad text in translation if that is preferred.

Please let me know if you need any other information for these.  
Thank you!

Laura



**Laura Leidner**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

Center for Global Health

(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)

Follow @CDCglobal on [\*Facebook\*](#), [\*Instagram\*](#), and [\*Twitter\*](#)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 6 Jul 2020 13:21:18 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Leidner, Laura (CDC/DDPHSIS/CGH/OD); Payton Itheme  
**Subject:** RE: Creative Sent for Review: 7.1 CDC COVID-19 Ads

Airton – Jumping in on this. I mentioned this to Payton at our weekly meeting and we thought you could just rely on the fact this content ins the public domain. Its difficult for us to sign documents like this.

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, July 3, 2020 10:21 AM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: Creative Sent for Review: 7.1 CDC COVID-19 Ads

Hi Laura,

(b)(5)

Additionally please let us know if the team has any thoughts or feedback on the marketing agreement, it'd be great for other government organizations at the local and national level to be able to learn from your Covid19 efforts in service of the public.

Happy 4<sup>th</sup>  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Wednesday, July 1, 2020 at 4:46 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: 7.1 CDC COVID-19 Ads

Hello Airton,

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One note: For the Spanish ads, I have provided the creative in translation and the ad text in English, but I am happy to follow up with the ad text in translation if that is preferred.

Please let me know if you need any other information for these.  
Thank you!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Fri, 3 Jul 2020 16:57:43 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Payton Itheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** RE: Creative Sent for Review: 7.1 CDC COVID-19 Ads

Thank you Airton! We are following up on the marketing proposal and will get back to you soon.

Have a great weekend and happy 4<sup>th</sup>!

Laura

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, July 3, 2020 10:21 AM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: Creative Sent for Review: 7.1 CDC COVID-19 Ads

Hi Laura,

(b)(5)

Additionally please let us know if the team has any thoughts or feedback on the marketing agreement, it'd be great for other government organizations at the local and national level to be able to learn from your Covid19 efforts in service of the public.

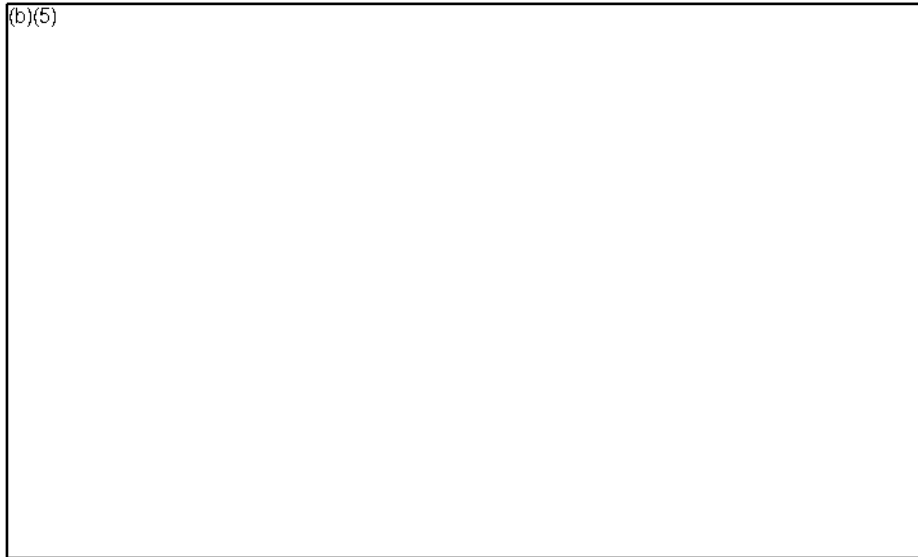
Happy 4<sup>th</sup>

-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Wednesday, July 1, 2020 at 4:46 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: 7.1 CDC COVID-19 Ads

Hello Airton,

I submitted the following ads for transparency review.



One note: For the Spanish ads, I have provided the creative in translation and the ad text in English, but I am happy to follow up with the ad text in translation if that is preferred.

Please let me know if you need any other information for these.  
Thank you!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Airton Tatoug Kamdem  
**Sent:** Thu, 16 Jul 2020 17:21:11 +0000  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Payton Iheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** Re: Creative Sent for Review: 7.15 CDC COVID-19 Ads

Hi Laura,

Thanks for the update, glad the resources were helpful.

(b)(5)

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Wednesday, July 15, 2020 at 2:41 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: 7.15 CDC COVID-19 Ads

Hi Airton,

Thanks for the follow up from our conversation yesterday; the resources you shared will be very helpful. I am creating the new ad account in the next day or so and will share the new ID with you.

In the meantime, I wanted to let you know (b)(5)

(b)(5)

Let me know if these are good to go.

Thank you!

Laura





**Laura Leidner**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

Center for Global Health

(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)

Follow @CDCglobal on *Facebook, Instagram, and Twitter*

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Thu, 20 Aug 2020 11:05:51 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Payton Itheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** RE: Creative Sent for Review: 8.18 CDC COVID-19 Ads

Thank you for confirming!

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Wednesday, August 19, 2020 5:12 PM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: Creative Sent for Review: 8.18 CDC COVID-19 Ads

Thanks Hallie,

Confirming that the most recent submission (copied below) will not require a disclaimer.

- <https://centersfordiseasecontrol.sharefile.com/d-s0124fe2a827443f8>

Thank you,  
-Airton

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Date:** Tuesday, August 18, 2020 at 8:27 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: 8.18 CDC COVID-19 Ads

Hi Airton,

I wanted to let you know (b)(5)

(b)(5)

Let me know if these are good to go.

Thank you!  
Hallie

Hallie Averbach, MPH  
Health Communication Specialist  
COVID-19 Response  
JIC Social Media Team  
Contractor: Eagle Global Scientific  
(404)-983-8372  
[gck9@cdc.gov](mailto:gck9@cdc.gov)

**From:** Airton Tatoug Kamdem  
**Sent:** Thu, 6 Aug 2020 19:09:41 +0000  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Payton Iheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** Re: Creative Sent for Review: 8.4 CDC COVID-19 Ads

Hi Laura,

(b)(5)

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Tuesday, August 4, 2020 at 11:03 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: 8.4 CDC COVID-19 Ads

Hi Airton,

This morning (b)(5)

(b)(5)

Let me know if this is good to go.

Thank you!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Thu, 6 Aug 2020 19:13:30 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Payton Iheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** RE: Creative Sent for Review: 8.4 CDC COVID-19 Ads

Thank you!

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Thursday, August 6, 2020 3:10 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: Creative Sent for Review: 8.4 CDC COVID-19 Ads

Hi Laura,

(b)(5)

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Tuesday, August 4, 2020 at 11:03 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: 8.4 CDC COVID-19 Ads

Hi Airton,

This morning (b)(5)

(b)(5)

Let me know if this is good to go.

Thank you!

Laura



**Laura Leidner**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health

(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)

Follow @CDCglobal on *Facebook, Instagram, and Twitter*

**From:** Airton Tatoug Kamdem  
**Sent:** Thu, 13 Aug 2020 18:35:18 +0000  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR);Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Julia Eisman;Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Thanks Hallie,

Our ongoing review assesses whether or not the creative will need a disclaimer. Outside of this, or standard advertising policies still apply. Adjusting the language here should help but please let us know if you run into issues.


Thank you,  
 -Airton

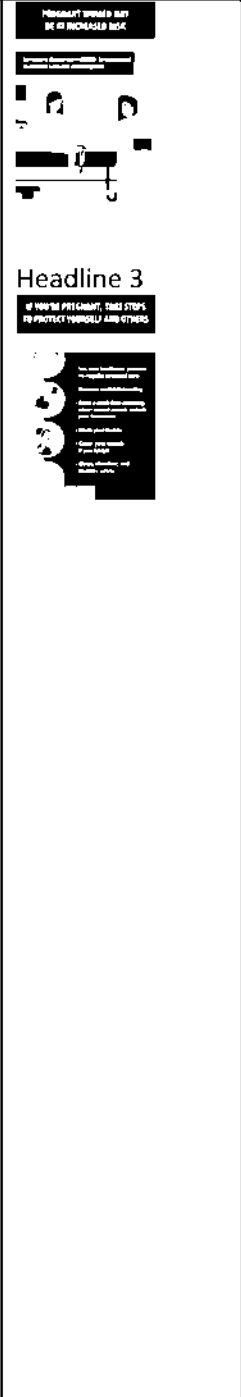
**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Date:** Thursday, August 13, 2020 at 1:37 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hi Airton,

Thanks for confirming the submissions not needing a disclaimer!

However, when I put the pregnancy and COVID-19 ad into Ads Manager, I got an error message stating we cannot use the line "are you pregnant" in ads since it implies personal attributes. Is it okay if we just change that line in the text to "Pregnancy and COVID-19" as highlighted below. Similarly, is there an issue with the first panel having the text "Are You Pregnant" (see below)?

Instagram	Story ad (reach)	US General Audience, Young Parents  See custom audience "Young Parents" targeting: Age: 18 -	Reach	<b>Post copy (127 chars max)</b> Pregnant women and their families should take steps to stay healthy and reduce their risk for getting COVID-19.	<a href="https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/pregnancy-breastfeeding.html#pregnancy-considerations">https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/pregnancy-breastfeeding.html#pregnancy-considerations</a>	<p>Headline 1</p>  <p>Headline 2</p>
-----------	------------------	----------------------------------------------------------------------------------------------------	-------	-----------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------

		50		<p><b>Headline 1 (30 chars or 40 chars max)</b> Pregnancy and COVID-19</p> <p><b>Headline 2 (30 chars or 40 chars max)</b> Pregnant Women May Be at Risk</p> <p><b>Headline 3 (30 chars or 40 chars max)</b> Protect Yourself If You're Pregnant</p> <p><b>Link description (30 chars max)</b> Learn about pregnancy &amp; COVID-19</p> <p>Learn more with button</p>	
--	--	----	--	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------

Thank you!  
Hallie

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Wednesday, August 12, 2020 4:14 PM

**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>

**Cc:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>; Julia Eisman <juliaeisman@fb.com>

**Subject:** Re: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads



Hi Laura,

Thank you for flagging. Please do submit the Spanish assets as well if you can.

(b)(5)

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Wednesday, August 12, 2020 at 3:15 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Subject:** RE: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hi Airton, I have a hopefully quick follow up question to the creative review below.

We are anticipating receiving Spanish versions of the Ad Council content at the link you've already reviewed. I wanted to double check that we do not need to resubmit the form for the Spanish assets. But if it is necessary, we can submit the form again.

Thanks!

Laura

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Monday, August 10, 2020 10:07 AM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hi Team,

Hope the weekend went well, (b)(5)

(b)(5)

best,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Date:** Friday, August 7, 2020 at 4:12 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[qck9@cdc.gov](mailto:qck9@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hello Airton,

(b)(5)

Let me know if we are good to go.

Thank you and hope you have a wonderful weekend!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Thu, 13 Aug 2020 18:42:22 +0000  
**To:** Airton Tatoug Kamdem; Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Julia Eisman; Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Thank you!

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Thursday, August 13, 2020 2:35 PM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>; Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Thanks Hallie,

Our ongoing review assesses whether or not the creative will need a disclaimer. Outside of this, or standard advertising policies still apply. Adjusting the language here should help but please let us know if you run into issues.

Thank you,  
 -Airton


**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Date:** Thursday, August 13, 2020 at 1:37 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hi Airton,

Thanks for confirming the submissions not needing a disclaimer!

However, when I put the pregnancy and COVID-19 ad into Ads Manager, I got an error message stating we cannot use the line "are you pregnant" in ads since it implies personal attributes. Is it okay if we just change that line in the text to "Pregnancy and COVID-19" as highlighted below. Similarly, is there an issue with the first panel having the text "Are You Pregnant" (see below)?

Instagram	Story ad (reach)	US General Audience, Young Parents	Reach	<b>Post copy (127 chars max)</b> Pregnant women and	<a href="https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/pregnancy-breastfeeding.html#pregn">https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/pregnancy-breastfeeding.html#pregn</a>	Headline 1
-----------	------------------	------------------------------------	-------	--------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------

		<p>See custom audience "Young Parents" targeting: Age: 18 - 50</p> <p>People Who Match Interests: Parenting or Motherhood, Parents: New Parents (0-12 months), Parents with toddlers (01-02 years) , Parents with early school-age children (06-08 years) , Parents with preschoolers (03-05 years) or Parents with preteens (09-12 years)</p>	<p>their families should take steps to stay healthy and reduce their risk for getting COVID-19.</p> <p><b>Headline 1 (30 chars or 40 chars max)</b> Pregnancy and COVID-19</p> <p><b>Headline 2 (30 chars or 40 chars max)</b> Pregnant Women May Be at Risk</p> <p><b>Headline 3 (30 chars or 40 chars max)</b> Protect Yourself If You're Pregnant</p> <p><b>Link description (30 chars max)</b> Learn about pregnancy &amp; COVID-19</p> <p>Learn more button</p>	<p><u>ancy-considerations</u></p>	 <p><b>ARE YOU PREGNANT?</b></p> <p><b>Headline 2</b> Pregnant Women May Be at Risk</p> <p><b>Headline 3</b> Protect Yourself If You're Pregnant</p> <p><b>Link description</b> Learn about pregnancy &amp; COVID-19</p> <p>Learn more button</p>
--	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Thank you!  
Hallie

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, August 12, 2020 4:14 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Cc:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>  
**Subject:** Re: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hi Laura,

Thank you for flagging. Please do submit the Spanish assets as well if you can.

(b)(5)



Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Date:** Wednesday, August 12, 2020 at 3:15 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>  
**Subject:** RE: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hi Airton, I have a hopefully quick follow up question to the creative review below.

We are anticipating receiving Spanish versions of the Ad Council content at the link you've already reviewed. I wanted to double check that we do not need to resubmit the form for the Spanish assets. But if it is necessary, we can submit the form again.

Thanks!

Laura

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Monday, August 10, 2020 10:07 AM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Julia

Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Subject:** Re: Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hi Team,

(b)(5)

best,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Friday, August 7, 2020 at 4:12 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: 8.7 Ad Council COVID-19 Ads

Hello Airton,

(b)(5)

Let me know if we are good to go.

Thank you and hope you have a wonderful weekend!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Thu, 3 Sep 2020 18:15:46 +0000  
**To:** Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Payton Itheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang; Aspinwall, Brooke (CDC/DDID/NCIRD/OD)  
**Subject:** RE: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Thank you Airton!

(b)(5)

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Thursday, September 3, 2020 2:13 PM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>; Aspinwall, Brooke (CDC/DDID/NCIRD/OD) <ogj5@cdc.gov>  
**Subject:** Re: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Thanks Hallie,

(b)(5)

Best,  
-Airton

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Date:** Thursday, September 3, 2020 at 1:48 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>, "Aspinwall, Brooke (CDC/DDID/NCIRD/OD)" <ogj5@cdc.gov>  
**Subject:** RE: UPDATE: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Hi Airton,

(b)(5)

Thank you!

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Thursday, September 3, 2020 7:21 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>; Aspinwall, Brooke (CDC/DDID/NCEZID/DFWED) <ogj5@cdc.gov>  
**Subject:** RE: UPDATE: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Good Morning Airton,

Thank you! We really appreciate it.

Hallie

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Thursday, September 3, 2020 6:28 AM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>; Aspinwall, Brooke (CDC/DDID/NCIRD/OD) <ogj5@cdc.gov>  
**Subject:** Re: UPDATE: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Thanks Hallie,

We're expressing the urgency to the reviewing team and will fill you in as soon as we can on this submission.

Airton

Get [Outlook for iOS](#)

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Sent:** Wednesday, September 2, 2020 6:23:27 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>; Aspinwall, Brooke (CDC/DDID/NCIRD/OD) <ogj5@cdc.gov>  
**Subject:** UPDATE: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Hi Airton,



(b)(5)

Thank you!  
Hallie

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, September 1, 2020 10:59 AM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Thanks for the clarification Hallie, sounds good.

-A

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>  
**Date:** Monday, August 31, 2020 at 12:52 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** RE: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Hi Airton,

Please disregard the youwillseeme request. We are handling that separately and my submission was a mistake.

Thank you for confirming the Labor Day ads.

Hallie

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Monday, August 31, 2020 12:34 PM  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: Creative Sent for Review: CDC COVID-19 Labor Day Ads

Thanks Hallie,

(b)(5)

Thank you,  
-Airton

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>

**Date:** Friday, August 28, 2020 at 3:37 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, CDC IMS JIC Social Media -2 <[eocjicehealth2@cdc.gov](mailto:eocjicehealth2@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>

**Subject:** Creative Sent for Review: CDC COVID-19 Labor Day Ads

Hi Airton,

(b)(5)

Have a great weekend!

Hallie

Hallie Averbach, MPH

Health Communication Specialist

COVID-19 Response

JIC Social Media Team

Contractor: Eagle Global Scientific

(404)-983-8372

[gck9@cdc.gov](mailto:gck9@cdc.gov)

**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 4 Sep 2020 13:02:08 +0000  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Aspinwall, Brooke (CDC/DDID/NCIRD/OD);CDC  
IMS JIC Social Media -2;Payton Itheme;Darcey Kane Geary;Annie Lewis;Julia Eisman;Genelle  
Adrien;Sharon Yang  
**Subject:** Re: Creative Sent for Review: Choosing a Mask Do's and Don'ts

Good morning Hallie,

(b)(5)

Thank you,  
-Airton

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Date:** Thursday, September 3, 2020 at 2:32 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Aspinwall, Brooke  
(CDC/DDID/NCIRD/OD)" <ogj5@cdc.gov>, CDC IMS JIC Social Media -2  
<eocjicehealth2@cdc.gov>, Payton Itheme <payton@fb.com>, Darcey Kane Geary  
<dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle  
Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** Creative Sent for Review: Choosing a Mask Do's and Don'ts

Hi Airton,

(b)(5)

Cheers,  
Hallie

Hallie Averbach, MPH  
Health Communication Specialist  
COVID-19 Response  
JIC Social Media Team  
Contractor: Eagle Global Scientific  
(404)-983-8372  
[qck9@cdc.gov](mailto:qck9@cdc.gov)

**From:** Payton IHEME  
**Sent:** Thu, 6 Feb 2020 17:23:21 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC)  
**Subject:** Re: Data for Good | CDC intros  
**Attachments:** image001.gif, image002.gif

No we aren't working with anyone else.

Sent from my iPhone

On Feb 6, 2020, at 12:20 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Payton – One more quick q - are you already working with any anyone at the CDC foundation?

**From:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Thursday, February 6, 2020 11:53 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Thank you. Yes, that would be very helpful.

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Thursday, February 6, 2020 at 11:47 AM  
**To:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Subject:** RE: Data for Good | CDC intros

I apologize that I didn't realize in the midst of the call that it would show as a credit. I think I just thought it was an algorithm boost (or something along those lines). I agree that could be problematic. Let me check on it here. I apologize for my misunderstanding.

We will get back to you.

**From:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Thursday, February 6, 2020 11:35 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>

**Subject:** Re: Data for Good | CDC intros

Following up here Carol,

As far as ad credits to boost your posts....can CDC accept those from Facebook? I understand there are limitations regarding items provided to government.

Is it possible to quickly give guidance there?

Our legal team did a quick review and relayed the following:

"There is clearly an internal procedure at the CDC/CDC Foundation that must be followed. If this moves forward, we should ask the CDC how best to follow these internal procedures so that we are giving the ad credits to the appropriate recipient (looks like the Foundation)."

Please let me know your thought here.

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Date:** Wednesday, February 5, 2020 at 9:56 AM

**To:** Payton Iheme <payton@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>

**Subject:** RE: Data for Good | CDC intros

I see the looking for coronavirus box has been added since yesterday – thank you so much!

We very much appreciate your assistance!

**From:** Payton Iheme <payton@fb.com>

**Sent:** Tuesday, February 4, 2020 7:18 PM

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

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>

**Subject:** Re: Data for Good | CDC intros

Good evening,

We will have an update for you in the next hour or so.

More to follow soon.

Best,

Payton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, February 4, 2020 at 10:11 AM  
**To:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Subject:** RE: Data for Good | CDC intros

Hi Payton- Thank you for your time on the phone this morning. Following up, I'm sharing the standard novel Coronavirus URL we're hoping to direct people to when searching for the topic. It's:  
<http://www.cdc.gov/ncov>

Also, below are some of our recent nCoV FAQ Facebook posts that we'd love to see boosted if possible. Forgot to ask on the phone, but would any assist in boosted posts extend to our Instagram content as well? Thanks again for your help. Please let us know if you need anything from us as we move forward in the response.

<https://www.facebook.com/CDC/videos/194475698369214/>

<https://www.facebook.com/CDC/videos/478323929499981/>

<https://www.facebook.com/CDC/videos/2511952875736345/>

<https://www.facebook.com/CDC/videos/598859664179644/>

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

<image001.gif>Follow us on [Twitter](#)

<image002.gif>Join us on [Facebook](#)

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, February 4, 2020 8:43 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Good morning, here is a little additional context on what we are doing.

Recent article:

<https://www.google.com/amp/s/www.washingtonpost.com/technology/2020/01/30/facebook-coronavirus-fakes/%3foutputType=amp>

### **FB coronavirus narrative**

Facebook is taking a three pronged approach to the global response for the coronavirus:

**Limit misinformation and other harmful content on our platforms.** Our third-party fact-checkers have been rating information on this topic as false, including the [AP](#), [PolitiFact](#), [AFP Hong Kong](#), [Rappler IQ](#) in the Philippines. As a result, we show people who come across that false content accurate information from our fact-checking partners and strong warning labels. We also send notifications to people who already shared this content alerting them that it's been fact checked.

**Provide accurate and helpful information on our platforms from partners.** Partners are already using our platforms to share accurate information about the situation, including on Pages. We have also provided ad credits to the World Health Organization and the Philippines' Department of Health to enable them to run coronavirus education campaigns on Facebook in-region, which we will continue to do. We're continuing to explore additional steps we can take, including dedicated information modules on relevant search queries and improved search ranking.

**Empower partners with data tools.** We're sharing aggregated mobility data and high resolution population density maps with various partners (e.g., National Tsinghua University (Taiwan); Harvard School of Public Health) to help inform forecasting models for the spread of the virus as part of our broader [Data for Good](#) program. We're exploring doing this with a broader set of partners (e.g., WHO, US CDC) and also helping partners understand how people are talking about the issue online through tools like Crowdtangle to inform their efforts.

Best,

Payton

Sent from my iPhone

On Feb 3, 2020, at 5:12 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Lets stick with 9:30 and make it easy.

I'll send an appt.

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, February 3, 2020 5:12 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

I understand. I also have 10 am if that helps?

Best,

Payton

Sent from my iPhone

On Feb 3, 2020, at 5:09 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

I can make 9:30am work but after I sent the note to you, something else just popped up. 10:30 would be better if possible. If not, lets stick with 9:30.

Thanks!

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Great,

Let's connect in the morning. How about 9:30 am EST?

Best,

Payton

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But, Jay Dempsey, our social lead, and I would love to talk. I'm free morning or early afternoon (EST) tomorrow or most of the day on Wednesday.



We are starting to get more social media developed and expand our web offerings for the public.

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

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**Sent:** Monday, February 3, 2020 3:25 PM  
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**Subject:** Re: Data for Good | CDC intros

Hi Ian,

Just checking in to see how you are doing. Please see below...

Best,

Payton

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**Subject:** Re: Data for Good | CDC intros

Good morning Ian,

If there is any messaging or task force set up/developing that has a pillar for public messaging, we would like to be involved sooner than later. Currently we are standing by for any guidance or requests.

Best of luck today, I can only imagine everyone is very busy!

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Payton

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Trying to call now..

Sent from my Verizon, Samsung Galaxy smartphone  
Get [Outlook for Android](#)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, January 27, 2020 1:03:51 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

We are on the line.

If you can't get through, you can call me at 202-770-8206.

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**Cc:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>, Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>, Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Subject:** Re: Data for Good | CDC intros

Good afternoon,

Here is the dial-in and code for the 1 pm phone call today:

[+1-408-740-7256,,,945941775#](tel:+14087407256,,,945941775#)

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 12:11 PM, Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)> wrote:

Think I can make it at 1pm. You have a call in #? Sorry, things are very much ramping up here..

Ian

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**Sent:** Monday, January 27, 2020 11:09 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Subject:** RE: Data for Good | CDC intros

Not sure. Heading into a meeting now. Will let you know as soon as I can

Ian

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, January 27, 2020 10:09 AM  
**To:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Hi Ian,

Are you available at 1 pm EST today for a phone call?

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 10:00 AM, Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)> wrote:

Hey Ian -

Sorry for the multiple responses this morning. Payton and I are available to chat briefly over the phone today to better understand how we might be able to help. Do you happen to be available at 1:30pm EST today or 3:30pm EST tomorrow to discuss?

Please let us know and thanks,  
Laura

**From:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>  
**Sent:** Monday, January 27, 2020 9:03 AM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Data for Good | CDC intros

Thanks Ian and nice to meet you! Looping our colleague Payton who handles all requests from the US federal government. She can help facilitate here.

Thanks and best wishes,

Laura

Get [Outlook for iOS](#)

**From:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Sent:** Sunday, January 26, 2020 8:53 PM  
**To:** Emily Turner; Alex Pompe; Laura McGorman  
**Subject:** RE: Data for Good | CDC intros

Alex and Laura,

This looks like it could be a very useful data source. I just got pulled into the 2019-nCoV response tonight to be one of the Deputy Incident Managers and will have my first look in the AM at where we are with CDC data systems for this response. Any additional info you can share about the FB Data for Good platform would be greatly appreciated. Thanks (and thanks to Emily for the connection).

Ian

Ian Williams, PhD, MS  
Chief, Outbreak Response and Prevention Branch  
Division of Foodborne, Waterborne and Environmental Diseases  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention

**From:** Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Sent:** Sunday, January 26, 2020 8:33 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>;  
Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>  
**Subject:** Data for Good | CDC intros

Dear Alex and Laura,

Thank you again for your support over the weekend, and for devoting so much compute time to those early mapping jobs.

By way of this email, I'd like to introduce you to Dr. Ian Williams, Branch Chief for Outbreak Response and Prevention at CDC. I have briefly described your capabilities at Data for Good, and it may be useful for you to communicate directly.

I'll leave it to you all to manage the next steps, and will reach out separately if we have any updates or questions from the BMGF side. FYI, we have released a public statement describing our commitment to 2019-nCoV, available [here](#).

Best wishes,  
Emily

**Emily Turner, PhD MScPH**

Senior Director, Global Health Programs  
Bill & Melinda Gates Foundation

**V** +1.206.770.1622

**E** [emily.turner@gatesfoundation.org](mailto:emily.turner@gatesfoundation.org)

Bill & Melinda Gates Foundation

[www.gatesfoundation.org](http://www.gatesfoundation.org)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 6 Feb 2020 17:20:30 +0000  
**To:** Payton Iheme; Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Layton, Kathleen (CDC/OD/OADC)  
**Subject:** RE: Data for Good | CDC intros

Payton – One more quick q - are you already working with any anyone at the CDC foundation?

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Thursday, February 6, 2020 11:53 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Subject:** Re: Data for Good | CDC intros

Thank you. Yes, that would be very helpful.

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Thursday, February 6, 2020 at 11:47 AM  
**To:** Payton Iheme <payton@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Subject:** RE: Data for Good | CDC intros

I apologize that I didn't realize in the midst of the call that it would show as a credit. I think I just thought it was an algorithm boost (or something along those lines). I agree that could be problematic. Let me check on it here. I apologize for my misunderstanding.

We will get back to you.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Thursday, February 6, 2020 11:35 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Subject:** Re: Data for Good | CDC intros

Following up here Carol,

As far as ad credits to boost your posts....can CDC accept those from Facebook? I understand there are limitations regarding items provided to government. Is it possible to quickly give guidance there?

Our legal team did a quick review and relayed the following:

“There is clearly an internal procedure at the CDC/CDC Foundation that must be followed. If this moves forward, we should ask the CDC how best to follow these internal procedures so that we are giving the ad credits to the appropriate recipient (looks like the Foundation).”

Please let me know your thought here.

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Wednesday, February 5, 2020 at 9:56 AM  
**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Subject:** RE: Data for Good | CDC intros

I see the looking for coronavirus box has been added since yesterday – thank you so much!

We very much appreciate your assistance!

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, February 4, 2020 7:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Good evening,

We will have an update for you in the next hour or so.

More to follow soon.

Best,

Payton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, February 4, 2020 at 10:11 AM  
**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>

**Subject:** RE: Data for Good | CDC intros

Hi Payton- Thank you for your time on the phone this morning. Following up, I'm sharing the standard novel Coronavirus URL we're hoping to direct people to when searching for the topic. It's:  
<http://www.cdc.gov/ncov>

Also, below are some of our recent nCoV FAQ Facebook posts that we'd love to see boosted if possible. Forgot to ask on the phone, but would any assist in boosted posts extend to our Instagram content as well? Thanks again for your help. Please let us know if you need anything from us as we move forward in the response.

<https://www.facebook.com/CDC/videos/194475698369214/>

<https://www.facebook.com/CDC/videos/478323929499981/>

<https://www.facebook.com/CDC/videos/2511952875736345/>

<https://www.facebook.com/CDC/videos/598859664179644/>


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:** Payton Itheme <payton@fb.com>

**Sent:** Tuesday, February 4, 2020 8:43 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

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

**Subject:** Re: Data for Good | CDC intros

Good morning, here is a little additional context on what we are doing.

Recent article:

<https://www.google.com/amp/s/www.washingtonpost.com/technology/2020/01/30/facebook-coronavirus-fakes/%3foutputType=amp>



## **FB coronavirus narrative**

Facebook is taking a three pronged approach to the global response for the coronavirus:

**Limit misinformation and other harmful content on our platforms.** Our third-party fact-checkers have been rating information on this topic as false, including the [AP](#), [PolitiFact](#), [AFP Hong Kong](#), [Rappler IQ in the Philippines](#). As a result, we show people who come across that false content accurate information from our fact-checking partners and strong warning labels. We also send notifications to people who already shared this content alerting them that it's been fact checked.

**Provide accurate and helpful information on our platforms from partners.** Partners are already using our platforms to share accurate information about the situation, including on Pages. We have also provided ad credits to the World Health Organization and the Philippines' Department of Health to enable them to run coronavirus education campaigns on Facebook in-region, which we will continue to do. We're continuing to explore additional steps we can take, including dedicated information modules on relevant search queries and improved search ranking.

**Empower partners with data tools.** We're sharing aggregated mobility data and high resolution population density maps with various partners (e.g., National Tsinghua University (Taiwan); Harvard School of Public Health) to help inform forecasting models for the spread of the virus as part of our broader [Data for Good](#) program. We're exploring doing this with a broader set of partners (e.g., WHO, US CDC) and also helping partners understand how people are talking about the issue online through tools like Crowdtangle to inform their efforts.

Best,

Payton

Sent from my iPhone

On Feb 3, 2020, at 5:12 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Lets stick with 9:30 and make it easy.

I'll send an appt.

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<[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>

**Subject:** RE: Data for Good | CDC intros

Not sure. Heading into a meeting now. Will let you know as soon as I can

Ian

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**Sent:** Monday, January 27, 2020 10:09 AM

**To:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>

**Subject:** Re: Data for Good | CDC intros

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Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 10:00 AM, Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)> wrote:

Hey Ian -

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Please let us know and thanks,

Laura

**From:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>

**Sent:** Monday, January 27, 2020 9:03 AM

**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>

**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** Re: Data for Good | CDC intros

Thanks Ian and nice to meet you! Looping our colleague Payton who handles all requests from the US federal government. She can help facilitate here.

Thanks and best wishes,

Laura

Get [Outlook for iOS](#)

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**Sent:** Sunday, January 26, 2020 8:53 PM  
**To:** Emily Turner; Alex Pompe; Laura McGorman  
**Subject:** RE: Data for Good | CDC intros

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Ian

Ian Williams, PhD, MS  
Chief, Outbreak Response and Prevention Branch  
Division of Foodborne, Waterborne and Environmental Diseases  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention

**From:** Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Sent:** Sunday, January 26, 2020 8:33 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>;  
Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>  
**Subject:** Data for Good | CDC intros

Dear Alex and Laura,

Thank you again for your support over the weekend, and for devoting so much compute time to those early mapping jobs.

By way of this email, I'd like to introduce you to Dr. Ian Williams, Branch Chief for Outbreak Response and Prevention at CDC. I have briefly described your capabilities at Data for Good, and it may be useful for you to communicate directly.

I'll leave it to you all to manage the next steps, and will reach out separately if we have any updates or questions from the BMGF side. FYI, we have released a public statement describing our commitment to 2019-nCoV, available [here](#).

Best wishes,  
Emily

**Emily Turner, PhD MScPH**

Senior Director, Global Health and  
Communicable Disease Programs

**V** +1.206.770.1622

**E** [emily.turner@gatesfoundation.org](mailto:emily.turner@gatesfoundation.org)

Bill & Melinda Gates Foundation

[www.gatesfoundation.org](http://www.gatesfoundation.org)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 7 Aug 2020 12:09:10 +0000  
**To:** Stanley Onyimba  
**Cc:** Smith, Fred (CDC/OD/OADC); Jan Antonaros  
**Subject:** RE: Consolidating COVID Updates

(b)(5) I'm completely missed the doodle, not sure how, darn it.  
The mask info below looks good.

I'll get back to you on the Spanish pages.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, August 6, 2020 9:58 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Consolidating COVID Updates

Hi Fred and Carol,

As you know, we are actively working to amplify mask messaging and are very excited about the latest COVID-19 prevention resources on the CDC's site. Following the Google mask Doodle that launched on our homepage yesterday, our Shopping team (b)(5)

(b)(5)

(b)(5)

(b)(5)

- [Physical Activity Basics](#)
- [Tips for Better Sleep](#)
- [Healthy Eating Tips](#)
- [Alcohol Use and Your Health](#)

Thanks,



Stanley

On Thu, Jul 30, 2020 at 2:19 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Great to hear, thanks for the update!

On Thu, Jul 30, 2020 at 1:53 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

Also, some good news that we are finally changing our wording in most of our materials from face covering to masks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Thursday, July 30, 2020 4:47 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

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(b)(5)

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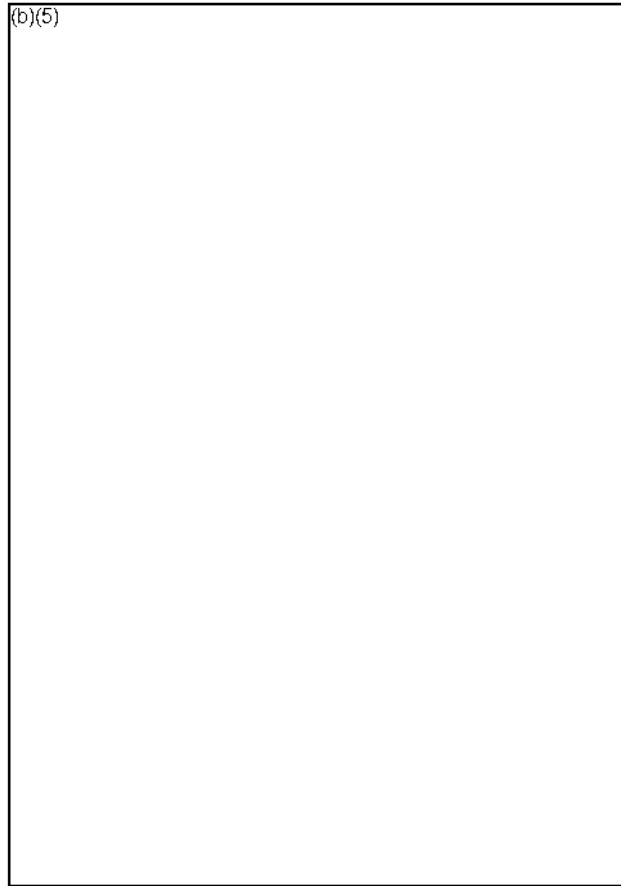
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(b)(5)



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(b)(5)

(b)(5)

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3. Cynthia said she'd get back to us soon

4. (b)(5)

Their notes:

(b)(5)

(b)(5)

(b)(5)

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(b)(5)

**Take breaks from upsetting content**

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**Subject:** Re: Consolidating COVID Updates

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Thanks!

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**Subject:** Consolidating COVID Updates

Hi Carol and Fred,

Hope all is well. In an effort to save your inboxes, I'd like to consolidate updates across a few email threads here:

1. **Wear a Mask. Save Lives:** YouTube is looking to add similar "Wear a Mask. Save Lives" messaging in a visual banner and video clip (screenshot below):

a. Banner - YT plans to update the current general CDC banner that YT is promoting on the homepage to the copy below with the following text: "Face coverings can help reduce the spread of COVID-19" and link out to the same CDC site as the Wear a Mask campaign.

(b)(5)

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3. **COVID-19 Vaccine Claims:** (b)(5)

(b)(5)

4. **Mental Wellness on Search:** Given the positive response we've seen from this Be Kind to Your Mind mental wellness tips on the Search "coping tab", (b)(5)

(b)(5)

**English  
Text (Currently live)**

**Spanish Translation**

(b)(5)

## **Be Kind to Your Mind**

Mental health problems are common. Here are ways to cope with stress and promote wellbeing.

### **Pause. Breathe. Notice how you feel.**

Take slow deep breaths, stretch, or meditate.

Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.

### **Take breaks from upsetting content**

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

### **Take care of your body**

- **Exercise regularly.** Even one session of moderate-to-vigorous physical activity reduces anxiety, and even short bouts of physical activity are beneficial.
- **Get plenty of sleep.** Be consistent. Go to bed at the same time each night and get up at the same time each morning, including on the weekends
- **Try to eat healthy, well-balanced meals.** Add healthy fats, cut sodium, bump up your fiber, and aim for a variety of colors on your plate.
- **Avoid alcohol and drugs.**

### **Reach out and stay connected**

Talk with people you trust about your concerns and how you are feeling.

Check in with your loved ones often. It can help you and your loved ones feel less lonely and isolated.



**Seek help if overwhelmed or unsafe**

If you, or someone you care about, are feeling overwhelmed with emotions like sadness, depression, or anxiety, or feel like you want to harm yourself or others, seek professional help.

If distress impacts activities of your daily life for several days or weeks, talk to a clergy member, counselor, or healthcare provider.

(b)(5)

Thanks,  
Stanley

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**Subject:** Re: Consolidating COVID Updates  
**Attachments:** 20200723\_EmojiMasks\_CG\_1920x1080\_03.mp4

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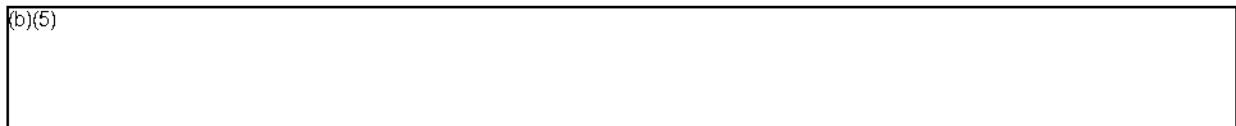
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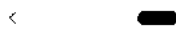
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**From:** Stanley Onyimba  
**Sent:** Fri, 24 Jul 2020 11:49:28 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Smith, Fred (CDC/OD/OADC);Jan Antonaros  
**Subject:** Re: Consolidating COVID Updates  
**Attachments:** External [Privileged] CDC Coronavirus Self-Checker updates.pdf

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**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, July 22, 2020 3:52 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Consolidating COVID Updates

Hi Carol,

(b)(5)

One new update:

1. We are planning to launch a new COVID-19 patient journey which will provide a direct answer to users who are querying for a specific COVID-19 symptom (ex: "fever coronavirus" or "is headache a symptom of covid"). If the user queries for a COVID-19 symptom that matches one of the symptoms provided by the CDC in our OSRP, we will serve the user with a direct answer (ex: "Fever is a possible symptom of covid-19"), suggest relevant next steps such as taking a self test (where available), and surface similar questions from the web instead of triggering the current COVID-19 OSRP's symptom's tab. Please note that the current COVID-19 OSRP will still surface for general COVID-19 queries. (b)(5)

(b)(5)

(b)(5)

Thanks,  
Stanley

On Wed, Jul 22, 2020 at 10:45 AM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

3. Cynthia said she'd get back to us soon

4. (b)(5)

Their notes: (b)(5)

(b)(5)

(b)(5)

(b)(5)

**Take breaks from upsetting content**  
Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 21, 2020 6:56 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Consolidating COVID Updates

Perfect, thanks for the quick response!

On Tue, Jul 21, 2020 at 3:50 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

1/2 a&b (b)(5) Thank you so much for all your work on this issue.

3. I sent to Cynthia but have not heard more. I'll get back to you tomorrow.

4. (b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 21, 2020 5:57 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Consolidating COVID Updates

Hi Carol and Fred,

Hope all is well. In an effort to save your inboxes, I'd like to consolidate updates across a few email threads here:

1. **Wear a Mask. Save Lives:** YouTube is looking to add similar "Wear a Mask. Save Lives" messaging in a visual banner and video clip (screenshot below):
  - a. Banner - YT plans to update the current general CDC banner that YT is promoting on the homepage to the copy below with the following text: "Face coverings can help reduce the spread of COVID-19" and link out to the same CDC site as the Wear a Mask campaign.

(b)(5)

(b)(5)

- - b. Video - YT also plans to include the link out to the CDC.gov face covering page on the following YouTube "Wear a Mask" video PSA. The link to the CDC page is in the video

description, info card "i" in the upper right of the video and a companion banner that shows up when the video runs as an ad.

3. **COVID-19 Vaccine Claims:** (b)(5)  
(b)(5)

4. **Mental Wellness on Search:** Given the positive response we've seen from this Be Kind to Your Mind mental wellness tips on the Search "coping tab", (b)(5)  
(b)(5)

**English  
Text (Currently live)**

**Spanish Translation**

**Be Kind to Your Mind**

Mental health problems are common. Here are ways to cope with stress and promote wellbeing.

**Pause. Breathe. Notice how you feel.**

Take slow deep breaths, stretch, or meditate.

Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.

**Take breaks from upsetting content**

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

**Take care of your body**

- **Exercise regularly.** Even one session of moderate-to-vigorous physical activity reduces anxiety, and even short bouts of

(b)(5)

physical activity are beneficial.

- **Get plenty of sleep.** Be consistent. Go to bed at the same time each night and get up at the same time each morning, including on the weekends
- **Try to eat healthy, well-balanced meals.** Add healthy fats, cut sodium, bump up your fiber, and aim for a variety of colors on your plate.
- **Avoid alcohol and drugs.**

### **Reach out and stay connected**

Talk with people you trust about your concerns and how you are feeling.

Check in with your loved ones often. It can help you and your loved ones feel less lonely and isolated.

### **Seek help if overwhelmed or unsafe**

If you, or someone you care about, are feeling overwhelmed with emotions like sadness, depression, or anxiety, or feel like you want to harm yourself or others, seek professional help.

If distress impacts activities of your daily life for several days or weeks, talk to a clergy member, counselor, or healthcare provider.

(b)(5)

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

(b)(5)



(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 25 Jun 2020 11:54:05 +0000  
**To:** Priya Gangolly  
**Cc:** McDaniel, Rebecca (CDC/OD/OADC)  
**Subject:** RE: Contact tracing scams...

Other than what you have below, they only have this but I see some good info on the FTC site:

We have reference to scams and the Federal Trade Commission Website as the final content in the Contact Tracing Toolkit. See link below and scroll to the end:

<https://www.cdc.gov/coronavirus/2019-ncov/php/contact-tracing-comms.html>

and link here...

<https://www.consumer.ftc.gov/blog/2020/05/covid-19-contact-tracing-text-message-scams>

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, June 24, 2020 3:55 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Subject:** Re: Contact tracing scams...

Thanks for the follow-up! The team has seen some activity around scams related to contact tracing (Specifically scammers asking for financial information) and wanted to (b)(5)

(b)(5) They found this post on the CDC blog that had some more info:

<https://blogs.cdc.gov/publichealthmatters/2020/06/beware-scams/>.

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, June 24, 2020 at 12:50 PM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Subject:** Contact tracing scams...

We don't have info up right now – but can you tell me more what you need it for? The team might be able to help with more background.

**From:** Priya Gangolly  
**Sent:** Tue, 7 Jul 2020 16:47:38 +0000  
**To:** McDaniel, Rebecca (CDC/OD/OADC); Payton Itheme  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: contact tracing

Thank you, Becky! We will make those changes.

Priya

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Tuesday, July 7, 2020 at 5:28 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: contact tracing

Good Morning Priya,

Thank you for sending these updates.

(b)(5)

Please let me know if you have any questions.

Thanks,

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, July 6, 2020 3:48 PM  
**To:** McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>; Payton Itheme <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: contact tracing

Hi Becky,

My apologies for the delay in getting this updated language to you. Please see the below for the updated language adapted from CDC. No edits needed since they were adapted from CDC's language ("notes on edits" column explains the changes), (b)(5)

(b)(5)

Thank you,  
Priya



	<b>FB edits round 2 (6/22)</b>	<b>Notes on edits</b>
Header		
Subhead	<b>Support Contact Tracing in Your Community</b>	Made headline softer so it doesn't overpromise.
Bullet pt 1	Local health departments are using contact tracing to help identify people exposed to COVID-19. This can protect others from getting sick.	Moved "local governments" to the top to be clear that Facebook isn't doing the contact tracing.
Bullet pt 2	If you've been sick and you're contacted by local public health staff, answer their phone calls. Help them identify where you've been and who may have been exposed to your infection.	Broke this up into two sentences to make it more readable for people with low literacy.
Bullet pt 3	(b)(5)	Removed mention of "privacy" so that we aren't overpromising.  Made "contact tracers" the actors here to be more clear that it's not Facebook who is gathering or using this info.
Bullet pt 4	If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others.  The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.	No content changes, but broke this up into two bullet points, for readability.
CTA	<b>Learn More</b>	This will link people to state's pages
Attribution	<b>Learn more at CDC.gov</b> (instead of Source: CDC)	

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Monday, June 22, 2020 at 4:44 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Ihome <payton@fb.com>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good Morning,

(b)(5)

Thanks,

**Becky McDaniel**

Cell: 404-536-6002

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Sent:** Tuesday, June 16, 2020 2:51 PM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>

**Cc:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Nisha Deolalikar <[ndeolalikar@fb.com](mailto:ndeolalikar@fb.com)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Adding Nisha to this thread. She and Nina may have more insight into this particular module.

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Tuesday, June 16, 2020 at 11:47 AM

**To:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>

**Cc:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Thank you Becky,

Priya and Nina let this group know if there is any additional follow up needed.

Best,

Payton

Sent from my iPhone

On Jun 16, 2020, at 1:18 PM, McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)> wrote:

Hi Payton,

We received the cleared content for contact tracing today. Please let me know if you have any questions about the content below.

**Help End COVID-19 in Your Community**

- Contact tracing can help identify people exposed to COVID-19 and protect others from getting sick. Helping health departments conduct contact tracing is the first step.

- If you've been sick and you're contacted by local public health staff, answer their phone calls and help them identify where you've been and who may have been exposed to your infection.

- People are not told who may have exposed them, in order to protect your privacy.

- If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others. The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.

**Becky McDaniel**

Cell: 404-536-6002

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, June 2, 2020 2:18 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>

**Cc:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Thank you ! I will stand by.

Sent from my iPhone

On Jun 2, 2020, at 1:34 PM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)> wrote:

Hi Payton,

(b)(5)

Thanks!  
Preeti

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, June 2, 2020 1:28 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya

Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Good afternoon,

I wanted to check back in on this item.

Best,

Payton

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Friday, May 29, 2020 at 11:25 AM

**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Thank you and very good to know. I will stand by.

Best,

Payton

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>

**Date:** Friday, May 29, 2020 at 10:14 AM

**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Hi Peyton,

(b)(5)

Thanks!

Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)

**Sent:** Wednesday, May 27, 2020 8:57 AM

**To:** Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Priya Gangolly <pgangolly@fb.com>; Nina Rastogi <ninarastogi@fb.com>  
**Cc:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good Morning Peyton,

Thank you for sharing. I will begin the process on our end this morning.

Thanks,  
Preeti

**PREETI** Thapar | Web Content & User Experience  
Northrop Grumman Corporation | Health Protection Solutions  
O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, May 26, 2020 7:14 PM  
**To:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Priya Gangolly <pgangolly@fb.com>; Nina Rastogi <ninarastogi@fb.com>  
**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good evening CDC team,

In addition to an update on our streamlined process for ongoing updates in the COVID Info Center, we

(b)(5)

For discussion tomorrow are possible ways to reflect the CDC content in the COVID Info Center.

\*\*\*

CDC-approved messaging to help encourage the US population to be aware of and respond to manual contact efforts is available on the website. Below are options we would like your views on to share that information via the hub.

--Option A--

(b)(5)

(b)(5)

--Option B--

(b)(5)

Source: [cdc.gov](http://cdc.gov)

--Option C--

(b)(5)

On behalf of the team,

Best,

Payton

**Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,336718806#,,#**

Scheduled: Wednesday, May 27, 2020 from 3:00 PM to 3:30 PM

Invitees: [bkf0@cdc.gov](mailto:bkf0@cdc.gov), [evp9@cdc.gov](mailto:evp9@cdc.gov), Crawford, Carol Y. (CDC/OD/OADC), [ifb5@cdc.gov](mailto:ifb5@cdc.gov), [KYU6@cdc.gov](mailto:KYU6@cdc.gov), Thapar, Preeti (CDC/OCOO/OD) (CTR)

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Mon, 6 Jul 2020 19:47:59 +0000  
**To:** McDaniel, Rebecca (CDC/OD/OADC); Payton Itheme  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: contact tracing

Hi Becky,

My apologies for the delay in getting this updated language to you. Please see the below for the updated language adapted from CDC. No edits needed since they were adapted from CDC's language ("notes on edits" column explains the changes), (b)(5)

(b)(5)

Thank you,  
 Priya

	<b>FB edits round 2 (6/22)</b>	<b>Notes on edits</b>
Header		
Subhead	<b>Support Contact Tracing in Your Community</b>	Made headline softer so it doesn't overpromise.
Bullet pt 1	Local health departments are using contact tracing to help identify people exposed to COVID-19. This can protect others from getting sick.	Moved "local governments" to the top to be clear that Facebook isn't doing the contact tracing.
Bullet pt 2	If you've been sick and you're contacted by local public health staff, answer their phone calls. Help them identify where you've been and who may have been exposed to your infection.	Broke this up into two sentences to make it more readable for people with low literacy.
Bullet pt 3	(b)(5)	Removed mention of "privacy" so that we aren't overpromising.  Made "contact tracers" the actors here to be more clear that it's not Facebook who is gathering or using this info.
Bullet pt 4	If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others.  The health department will provide you resources for COVID testing in your area.	No content changes, but broke this up into two bullet points, for readability.



People who aren't showing any symptoms can still pass the virus on to others.

CTA **Learn More**  
Attribution Source: cdc.gov

This will link people to state's pages

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Monday, June 22, 2020 at 4:44 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good Morning,

(b)(5)

Thanks,

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Tuesday, June 16, 2020 2:51 PM  
**To:** Payton Itheme <payton@fb.com>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Adding Nisha to this thread. She and Nina may have more insight into this particular module.

**From:** Payton Itheme <payton@fb.com>  
**Date:** Tuesday, June 16, 2020 at 11:47 AM  
**To:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>, Priya Gangolly <pgangolly@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you Becky,

Priya and Nina let this group know if there is any additional follow up needed.

Best,

Payton

Sent from my iPhone

On Jun 16, 2020, at 1:18 PM, McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov> wrote:

Hi Payton,

We received the cleared content for contact tracing today. Please let me know if you have any questions about the content below.

### **Help End COVID-19 in Your Community**

- Contact tracing can help identify people exposed to COVID-19 and protect others from getting sick. Helping health departments conduct contact tracing is the first step.

- If you've been sick and you're contacted by local public health staff, answer their phone calls and help them identify where you've been and who may have been exposed to your infection.

- People are not told who may have exposed them, in order to protect your privacy.

- If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others. The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.

**Becky McDaniel**

Cell: 404-536-6002

**From:** Payton Ihome <payton@fb.com>

**Sent:** Tuesday, June 2, 2020 2:18 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <jjd2@cdc.gov>

**Cc:** Nina Rastogi <ninarastogi@fb.com>; Priya Gangolly <pgangolly@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you ! I will stand by.

Sent from my iPhone

On Jun 2, 2020, at 1:34 PM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)> wrote:

Hi Payton,

(b)(5)

Thanks!  
Preeti

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, June 2, 2020 1:28 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Good afternoon,

I wanted to check back in on this item.

Best,

Payton

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Friday, May 29, 2020 at 11:25 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

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**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Friday, May 29, 2020 at 10:14 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Hi Peyton,

(b)(5)

Thanks!  
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**Sent:** Wednesday, May 27, 2020 8:57 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Good Morning Peyton,

Thank you for sharing. I will begin the process on our end this morning.

Thanks,  
Preeti

**PREETI Thapar** | Web Content & User Experience

Northrop Grumman Corporation | Health Protection Solutions

O: (404) 498-0962 | C: (678) 468-9466 | [ijid2@cdc.gov](mailto:ijid2@cdc.gov)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, May 26, 2020 7:14 PM  
**To:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>

**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good evening CDC team,

In addition to an update on our streamlined process for ongoing updates in the COVID Info Center, we

(b)(5)

For discussion tomorrow are possible ways to reflect the CDC content in the COVID Info Center.

\*\*\*

CDC-approved messaging to help encourage the US population to be aware of and respond to manual contact efforts is available on the website. Below are options we would like your views on to share that information via the hub.

--Option A--

(b)(5)

--Option B--

(b)(5)

--Option C--

(b)(5)

(b)(5)

On behalf of the team,

Best,

Payton

**Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#**

Scheduled: Wednesday, May 27, 2020 from 3:00 PM to 3:30 PM

Invitees: [bkf0@cdc.gov](mailto:bkf0@cdc.gov), [evp9@cdc.gov](mailto:evp9@cdc.gov), Crawford, Carol Y. (CDC/OD/OADC), [ifb5@cdc.gov](mailto:ifb5@cdc.gov), [KYU6@cdc.gov](mailto:KYU6@cdc.gov), Thapar, Preeti (CDC/OCOO/OD) (CTR)

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Thu, 17 Sep 2020 01:01:11 +0000  
**To:** McDaniel, Rebecca (CDC/OD/OADC); Payton Ihome  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: contact tracing

Hi Becky,

(b)(5)

(b)(5)



Thanks,  
Priya

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Tuesday, August 18, 2020 at 7:12 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: contact tracing



Good Morning!

(b)(5)

Thanks,

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, August 17, 2020 2:44 PM  
**To:** McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>; Payton Ihome <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: contact tracing

Hi Becky,

(b)(5)

Thanks!  
Priya

(b)(5)

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Date:** Tuesday, July 7, 2020 at 5:28 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: contact tracing

Good Morning Priya,

Thank you for sending these updates.

(b)(5)

Please let me know if you have any questions.

Thanks,

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, July 6, 2020 3:48 PM  
**To:** McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>; Payton Ihome <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: contact tracing

Hi Becky,

My apologies for the delay in getting this updated language to you. Please see the below for the updated language adapted from CDC. No edits needed since they were adapted from CDC's language ("notes on edits" column explains the changes), (b)(5)

(b)(5)

Thank you,  
Priya

	<b>FB edits round 2 (6/22)</b>	<b>Notes on edits</b>
Header		
Subhead	<b>Support Contact Tracing in Your Community</b>	Made headline softer so it doesn't overpromise.
Bullet pt 1	Local health departments are using contact tracing to help identify people exposed to COVID-19. This can protect others from getting sick.	Moved "local governments" to the top to be clear that Facebook isn't doing the contact tracing.
Bullet pt 2	If you've been sick and you're contacted by local public health staff, answer their phone calls. Help them identify where you've been and who may have been exposed to your infection.	Broke this up into two sentences to make it more readable for people with low literacy.
Bullet pt 3	(b)(5)	Removed mention of "privacy" so that we aren't overpromising.  Made "contact tracers" the actors here to be more clear that it's not Facebook who is gathering or using this info.
Bullet pt 4	If you find out you've been exposed, follow	No content changes, but broke this up

the health department's instructions to stay home to prevent spreading the virus to others. into two bullet points, for readability.

The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.

CTA **Learn More** This will link people to state's pages  
Attribution **Learn more at CDC.gov** (instead of Source: CDC)

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Monday, June 22, 2020 at 4:44 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good Morning,

(b)(5)

Thanks,

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Tuesday, June 16, 2020 2:51 PM  
**To:** Payton Itheme <payton@fb.com>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Nisha Deolalikar <ndeolalikar@fb.com>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Adding Nisha to this thread. She and Nina may have more insight into this particular module.

**From:** Payton Itheme <payton@fb.com>  
**Date:** Tuesday, June 16, 2020 at 11:47 AM

**To:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>, Priya Gangolly <pgangolly@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you Becky,  
Priya and Nina let this group know if there is any additional follow up needed.

Best,

Payton

Sent from my iPhone

On Jun 16, 2020, at 1:18 PM, McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov> wrote:

Hi Payton,

We received the cleared content for contact tracing today. Please let me know if you have any questions about the content below.

### **Help End COVID-19 in Your Community**

- Contact tracing can help identify people exposed to COVID-19 and protect others from getting sick. Helping health departments conduct contact tracing is the first step.
- If you've been sick and you're contacted by local public health staff, answer their phone calls and help them identify where you've been and who may have been exposed to your infection.
- People are not told who may have exposed them, in order to protect your privacy.
- If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others. The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, June 2, 2020 2:18 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Cc:** Nina Rastogi <ninarastogi@fb.com>; Priya Gangolly <pgangolly@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Thank you ! I will stand by.

Sent from my iPhone

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Hi Payton,

(b)(5)

Thanks!  
Preeti

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, June 2, 2020 1:28 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good afternoon,

I wanted to check back in on this item.

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Payton

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**Date:** Friday, May 29, 2020 at 11:25 AM

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**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

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**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Friday, May 29, 2020 at 10:14 AM  
**To:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
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**Cc:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
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Thanks,  
Preeti

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Northrop Grumman Corporation | Health Protection Solutions

O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

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**To:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <bkf0@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <fb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Priya Gangolly <pgangolly@fb.com>; Nina Rastogi <ninarastogi@fb.com>

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\*\*\*

CDC-approved messaging to help encourage the US population to be aware of and respond to manual contact efforts is available on the website. Below are options we would like your views on to share that information via the hub.

--Option A--

(b)(5)

--Option B--

(b)(5)



--Option C--

(b)(5)



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Best,

Payton

**Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,336718806#,,#**

Scheduled: Wednesday, May 27, 2020 from 3:00 PM to 3:30 PM

Invitees: bkf0@cdc.gov, evp9@cdc.gov, Crawford, Carol Y. (CDC/OD/OADC), ifb5@cdc.gov, KYU6@cdc.gov, Thapar, Preeti (CDC/OCOO/OD) (CTR)

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Tue, 18 Aug 2020 15:55:53 +0000  
**To:** McDaniel, Rebecca (CDC/OD/OADC)  
**Cc:** Payton IHEME; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: contact tracing  
**Attachments:** image002.png

Thank you, Becky!

On Aug 18, 2020, at 7:12 AM, McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov> wrote:

Good Morning!

(b)(5)

Thanks,

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, August 17, 2020 2:44 PM  
**To:** McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>; Payton IHEME <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: contact tracing

Hi Becky,

(b)(5)

Thanks!  
Priya

<image002.png>

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Tuesday, July 7, 2020 at 5:28 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: contact tracing

Good Morning Priya,

Thank you for sending these updates.

(b)(5)

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Thanks,

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Cell: 404-536-6002

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(b)(5)

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	<b>FB edits round 2 (6/22)</b>	<b>Notes on edits</b>
Header		
Subhead	<b>Support Contact Tracing in Your Community</b>	Made headline softer so it doesn't overpromise.
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and who may have been exposed to your infection.

(b)(5)

Bullet pt 3

Removed mention of "privacy" so that we aren't overpromising.

Made "contact tracers" the actors here to be more clear that it's not Facebook who is gathering or using this info.

If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others.

Bullet pt 4

No content changes, but broke this up into two bullet points, for readability.

The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.

CTA

**Learn More**

This will link people to state's pages

Attribution

**Learn more at CDC.gov** (instead of Source: CDC)

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>

**Date:** Monday, June 22, 2020 at 4:44 AM

**To:** Priya Gangolly <pgangolly@fb.com>, Payton Iheme <payton@fb.com>

**Cc:** Nina Rastogi <ninarastogi@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Nisha Deolalikar <ndeolalikar@fb.com>

**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

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(b)(5)

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**Becky McDaniel**

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**Sent:** Tuesday, June 16, 2020 2:51 PM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Cc:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Nisha Deolalikar <[ndeolalikar@fb.com](mailto:ndeolalikar@fb.com)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Adding Nisha to this thread. She and Nina may have more insight into this particular module.

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Tuesday, June 16, 2020 at 11:47 AM  
**To:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Cc:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Thank you Becky,  
Priya and Nina let this group know if there is any additional follow up needed.

Best,

Payton

Sent from my iPhone

On Jun 16, 2020, at 1:18 PM, McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)> wrote:

Hi Payton,

We received the cleared content for contact tracing today. Please let me know if you have any questions about the content below.

### **Help End COVID-19 in Your Community**

- Contact tracing can help identify people exposed to COVID-19 and protect others from getting sick. Helping health departments conduct contact tracing is the first step.
- If you've been sick and you're contacted by local public health staff, answer their phone calls and help them identify where you've been and who may have been exposed to your infection.
- People are not told who may have exposed them, in order to protect your privacy.
- If you find out you've been exposed, follow the health department's instructions to stay home to prevent spreading the virus to others. The health department will provide you resources for COVID testing in your area. People who aren't showing any symptoms can still pass the virus on to others.

**Becky McDaniel**  
Cell: 404-536-6002

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, June 2, 2020 2:18 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Thank you ! I will stand by.

Sent from my iPhone

On Jun 2, 2020, at 1:34 PM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)> wrote:

Hi Payton,

(b)(5)

Thanks!  
Preeti

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, June 2, 2020 1:28 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Good afternoon,

I wanted to check back in on this item.

Best,

Payton

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Friday, May 29, 2020 at 11:25 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Thank you and very good to know. I will stand by.

Best,

Payton

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Friday, May 29, 2020 at 10:14 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>, Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Hi Peyton,

(b)(5)

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Wednesday, May 27, 2020 8:57 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** RE: Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on <tel:+1-408-740-7256,,,336718806#,,#>

Good Morning Peyton,

Thank you for sharing. I will begin the process on our end this morning.

Thanks,

Preeti

**PREETI Thapar** | Web Content & User Experience

Northrop Grumman Corporation | Health Protection Solutions

O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, May 26, 2020 7:14 PM

**To:** Marshall, Maureen (CDC/DDID/NCIRD/OD) <[bkf0@cdc.gov](mailto:bkf0@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>

**Subject:** Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#

Good evening CDC team,

In addition to an update on our streamlined process for ongoing updates in the COVID Info Center, we

(b)(5)

For discussion tomorrow are possible ways to reflect the CDC content in the COVID Info Center.

\*\*\*

CDC-approved messaging to help encourage the US population to be aware of and respond to manual contact efforts is available on the website. Below are options we would like your views on to share that information via the hub.

--Option A--

(b)(5)

--Option B--

(b)(5)



(b)(5)

--Option C--

(b)(5)

On behalf of the team,

Best,

Payton

**Call or VC- Facebook weekly sync with CDC (CDC to invite other agencies as needed) Dial in on tel:+1-408-740-7256,,,,336718806#,,#**

Scheduled: Wednesday, May 27, 2020 from 3:00 PM to 3:30 PM

Invitees: [bkf0@cdc.gov](mailto:bkf0@cdc.gov), [evp9@cdc.gov](mailto:evp9@cdc.gov), Crawford, Carol Y. (CDC/OD/OADC), [ifb5@cdc.gov](mailto:ifb5@cdc.gov), [KYU6@cdc.gov](mailto:KYU6@cdc.gov), Thapar, Preeti (CDC/OCOO/OD) (CTR)

Sent from my iPhone

(b)(5)

**From:** Matt Ross  
**Sent:** Mon, 23 Mar 2020 20:53:26 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Coronavirus awareness promo on LinkedIn

Hi Jay and Carol,

I hope this note finds you both doing as well as possible. I'm sure it's been a physically and emotionally taxing time.

Could I help in any way with the CDC leveraging LinkedIn for messaging?

I'm your contact for the Marketing messaging – be it organic or sponsored options - and would be happy to have a phone call to hear your current priorities and share ideas for implementing on the platform.

Best wishes!  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** Matt Ross <maross@linkedin.com>  
**Date:** Thursday, February 20, 2020 at 4:39 PM  
**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: Coronavirus awareness promo on LinkedIn

Terrific, thanks Jay.

Hi Carol, I'd be happy to answer any questions or have a conversation if you'd find it helpful.

Best,  
Matt

**Matt Ross**  
LinkedIn Marketing Solutions  
703-509-4726



[maross@linkedin.com](mailto:maross@linkedin.com)

<https://www.linkedin.com/in/mattrossdc/>

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Thursday, February 20, 2020 at 4:14 PM  
**To:** Matt Ross <maross@linkedin.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Coronavirus awareness promo on LinkedIn

Hi Matt- Appreciate you following up on this. We'll discuss on our end and circle back. I'm looping in my supervisor, Carol Crawford. I'll be out of the office beginning next week until mid-March so I wanted to make sure you were both connected.

Thanks again-

Jay

**From:** Matt Ross <maross@linkedin.com>  
**Sent:** Thursday, February 20, 2020 3:54 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: Coronavirus awareness promo on LinkedIn

Hi Jay,

We're able to target content to members based on 21 data points from their LinkedIn profile, including job title, industry, skills, functions, seniority and more. So for example you could speak to healthcare professionals, teachers, transportation, media, business owners and many more. (b)(5)

(b)(5)

(b)(5)

I can then help you digest the metrics and data to prove success metrics.

Thanks,  
Matt

Get [Outlook for iOS](#)

**From:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Sent:** Thursday, February 20, 2020 8:37:04 AM  
**To:** Matt Ross <maross@linkedin.com>  
**Subject:** RE: Coronavirus awareness promo on LinkedIn

Hi Matt- Thanks for reaching out about this. I think there's certainly some interest in doing some promotion on this and maybe some other COVID-19 related posts. What are our options?

Thanks –

Jay

**From:** Matt Ross <maross@linkedin.com>  
**Sent:** Wednesday, February 19, 2020 9:38 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Coronavirus awareness promo on LinkedIn


Hi Jay,

Hi Jay, I see the post below pinned as the top CDC post, and am wondering if there's appetite to promote it to specific+larger audiences based on it being such a timely topic? Engagement on the post is strong, showing it's of interest to members with a focus in disease prevention / healthcare.

If so I'd be happy to help, and if not no worries.

Thanks,  
Matt

<https://www.linkedin.com/feed/update/urn:li:activity:6631608071061848064>



**From:** Payton Itheme  
**Sent:** Wed, 26 Feb 2020 20:33:36 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: COVID-19 (time sensitive)

Let's hold that time. I'll send a dial-in before the meeting, but do hold the time.

Sent from my iPhone

> On Feb 26, 2020, at 3:17 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

>

> Would 3pm EST tomorrow be doable? I can look for more times if needed but it's a moving target for everything right now.

>

>

> -----Original Message-----

> From: Payton Itheme <payton@fb.com>

> Sent: Wednesday, February 26, 2020 1:11 PM

> To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

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

> Subject: Re: COVID-19 (time sensitive)

>

> Great. The sooner we can meet would be best.

>

> Much appreciated!

>

> Sent from my iPhone

>

>> On Feb 26, 2020, at 11:54 AM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

>>

>> Thanks for reaching out Payton. I want to see who else in our response might like to participate in this call - will get back to you ASAP. But yes, I'm sure we can meet this week.

>>

>> Also, FYI - Jay is out of the country until March 12.

>>

>>

>>

>> -----Original Message-----

>> From: Payton Itheme <payton@fb.com>

>> Sent: Wednesday, February 26, 2020 11:47 AM

>> To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

>> Subject: COVID-19 (time sensitive)

>>

>> Good morning Carol and Jay,

>>

>> Given the escalations, we would like to request a meeting with you and reps on the CDC preventive health team.

>>

>> We are having regular syncs with WHO, UNICEF and others to work more closely on at risk regions. We would like to deepen our work here in the US beyond social media.

>>

>> Suggested Agenda:

>>

>> The agenda for the first meeting would be:

>> 1) Understand CDC's needs on the Coronavirus response to discern where and how Facebook can offer its platform capabilities.

>> 2) Describe how Facebook is assisting in the Coronavirus efforts and how the platform's products, capabilities, services and reach are being offered to partners (WHO, UNICEF, and country ministries of health).

>> 3) Determine next steps and actions on how FB may partner with the CDC to provide assistance.

>>

>> Would you be able to set up a meeting as soon as possible this week? We will work with schedules to accommodate.

>>

>> Do let me know.

>>

>> Best,

>>

>> Payton

>>

>> Sent from my iPhone

**From:** Payton Itheme  
**Sent:** Fri, 28 Feb 2020 06:26:32 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: COVID-19 (time sensitive)

Hi Carol,

Thanks for arranging the call on your end. I completely understand how busy you all are. Let me know if there is a steady cadence you want to set or if you want to just deep dive on a few topics as needed.

Best,

Payton

On 2/27/20, 2:43 PM, "Payton Itheme" <payton@fb.com> wrote:

Thank you Carol. We look forward to connecting you soon. Joining me will be Praveen Raja, our Director for Health Partnerships.

Please let me know who will be joining on your end please.

Best,

Payton

On 2/26/20, 7:15 PM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov> wrote:

Robert (or Dr. Redfield)

-----Original Message-----

From: Payton Itheme <payton@fb.com>  
Sent: Wednesday, February 26, 2020 7:14 PM  
To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
Subject: Re: COVID-19 (time sensitive)

What does he go by...how should we address him please/

On 2/26/20, 7:09 PM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov> wrote:

OK, go with olx1@cdc.gov (that is his personal CDC address, he uses it himself). I recommend she copy Michelle Bonds, the Acting Director for Communications, CDC, so she can ensure he sees the e-mail.

Michelle is at: meb0@cdc.gov

-----Original Message-----

From: Payton Itheme <payton@fb.com>  
Sent: Wednesday, February 26, 2020 7:00 PM  
To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
Subject: Re: COVID-19 (time sensitive)

Email is ok I was told.



Best,

Payton

On 2/26/20, 11:54 AM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl@cdc.gov> wrote:

Thanks for reaching out Payton. I want to see who else in our response might like to participate in this call - will get back to you ASAP. But yes, I'm sure we can meet this week.

Also, FYI - Jay is out of the country until March 12.

-----Original Message-----

From: Payton Iheme <payton@fb.com>

Sent: Wednesday, February 26, 2020 11:47 AM

To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

Subject: COVID-19 (time sensitive)

Good morning Carol and Jay,

Given the escalations, we would like to request a meeting with you and reps on the CDC preventive health team.

We are having regular syncs with WHO, UNICEF and others to work more closely on at risk regions. We would like to deepen our work here in the US beyond social media.

Suggested Agenda:

The agenda for the first meeting would be:

1) Understand CDC's needs on the Coronavirus response to discern where and how Facebook can offer its platform capabilities.

2) Describe how Facebook is assisting in the Coronavirus efforts and how the platform's products, capabilities, services and reach are being offered to partners (WHO, UNICEF, and country ministries of health).

3) Determine next steps and actions on how FB may partner with the CDC to provide assistance.

Would you be able to set up a meeting as soon as possible this week? We will work with schedules to accommodate.

Do let me know.

Best,

Payton

Sent from my iPhone

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thu, 27 Feb 2020 19:47:47 +0000  
**To:** Payton Iheme  
**Subject:** RE: COVID-19 (time sensitive)

Me, Chief for Digital  
Kathleen Layton (joining late possibly) – Senior lead for social media out of my office  
Maureen Marshall - lead for social media from our Coronavirus program.

Hopefully:

Erin Burns, Content lead for Coronavirus response (senior communicator-most important stakeholder for the content part of anything we do)  
Dagny Olivares, Joint Information Center (JIC) lead.

-----Original Message-----

From: Payton Iheme <payton@fb.com>  
Sent: Thursday, February 27, 2020 2:43 PM  
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
Subject: Re: COVID-19 (time sensitive)

Thank you Carol. We look forward to connecting you soon. Joining me will be Praveen Raja, our Director for Health Partnerships.  
Please let me know who will be joining on your end please.

Best,

Payton

On 2/26/20, 7:15 PM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl@cdc.gov> wrote:

Robert (or Dr. Redfield)

-----Original Message-----

From: Payton Iheme <payton@fb.com>  
Sent: Wednesday, February 26, 2020 7:14 PM  
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
Subject: Re: COVID-19 (time sensitive)

What does he go by...how should we address him please/

On 2/26/20, 7:09 PM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl@cdc.gov> wrote:

OK. go with olxl@cdc.gov (that is his personal CDC address, he uses it himself). I recommend she copy Michelle Bonds, the Acting Director for Communications, CDC, so she can ensure he sees the e-mail.

Michelle is at: meb0@cdc.gov

-----Original Message-----

From: Payton Itheme <payton@fb.com>  
Sent: Wednesday, February 26, 2020 7:00 PM  
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
Subject: Re: COVID-19 (time sensitive)

Email is ok I was told.

Best,

Payton

On 2/26/20, 11:54 AM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl@cdc.gov> wrote:

Thanks for reaching out Payton. I want to see who else in our response might like to participate in this call - will get back to you ASAP. But yes, I'm sure we can meet this week.

Also, FYI - Jay is out of the country until March 12.

-----Original Message-----

From: Payton Itheme <payton@fb.com>  
Sent: Wednesday, February 26, 2020 11:47 AM  
To: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
Subject: COVID-19 (time sensitive)

Good morning Carol and Jay,

Given the escalations, we would like to request a meeting with you and reps on the CDC preventive health team.

We are having regular syncs with WHO, UNICEF and others to work more closely on at risk regions. We would like to deepen our work here in the US beyond social media.

Suggested Agenda:

The agenda for the first meeting would be:

- 1) Understand CDC's needs on the Coronavirus response to discern where and how Facebook can offer its platform capabilities.
- 2) Describe how Facebook is assisting in the Coronavirus efforts and how the platform's products, capabilities, services and reach are being offered to partners (WHO, UNICEF, and country ministries of health).
- 3) Determine next steps and actions on how FB may partner with the CDC to provide assistance.

Would you be able to set up a meeting as soon as possible this week? We will work with schedules to accommodate.

Do let me know.

Best,

Payton

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Thu, 30 Jul 2020 17:20:43 +0000  
**To:** McDaniel, Rebecca (CDC/OD/OADC)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Payton IHEME  
**Subject:** Re: COVID-19 Info Center Updates for CDC

Hi Becky,

Thank you for the update. We will get to work on making this change.

Priya

**From:** "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Date:** Thursday, July 30, 2020 at 6:49 AM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Payton IHEME <payton@fb.com>  
**Subject:** COVID-19 Info Center Updates for CDC

Good Morning Priya,

As mentioned yesterday on the call, the language for cloth face coverings is changing to masks. I listed edits below for the COVID-19 Info Center modules. Please let me know if you have any questions.

COVID-19 Info Center

- Common Prevention Tips

(b)(5)

- If You Think You're Sick With COVID-19

(b)(5)

- Contact Tracing – no edits

Thanks,

**Becky McDaniel**  
Health Communication Specialist  
(404) 536-6002

**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 26 Jun 2020 15:34:12 +0000  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD);Dempsey, Jay H. (CDC/OD/OADC);CDC  
IMS JIC Social Media -2  
**Cc:** Payton Iheme;Darcey Kane Geary;Annie Lewis;Julia Eisman;Genelle  
Adrien;Sharon Yang  
**Subject:** Re: Creative Sent for Review: 6.23 CDC COVID-19 Ads

Hi Laura,

(b)(5)

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Thursday, June 25, 2020 at 1:19 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** RE: Creative Sent for Review: 6.23 CDC COVID-19 Ads

Thank you for the update, Airton. I will move forward on the two that were approved, (b)(5)

(b)(5)

Thanks!

Laura

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Thursday, June 25, 2020 12:58 PM

**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>

**Cc:** Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>

**Subject:** Re: Creative Sent for Review: 6.23 CDC COVID-19 Ads

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(b)(5)



Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>

**Date:** Thursday, June 25, 2020 at 10:45 AM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>

**Cc:** Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>

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**Subject:** Re: Creative Sent for Review: 6.23 CDC COVID-19 Ads

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**Subject:** Creative Sent for Review: 6.23 CDC COVID-19 Ads

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Thanks so much for your help last week with the Father's Day ads.

(b)(5)

Thanks!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
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Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)



**From:** Airton Tatoug Kamdem  
**Sent:** Thu, 25 Jun 2020 16:58:12 +0000  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD);Dempsey, Jay H. (CDC/OD/OADC);CDC  
IMS JIC Social Media -2  
**Cc:** Payton Iheme;Darcey Kane Geary;Annie Lewis;Julia Eisman;Genelle  
Adrien;Sharon Yang  
**Subject:** Re: Creative Sent for Review: 6.23 CDC COVID-19 Ads  
**Attachments:** CDC 6.22 Review.docx

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Please let me know if you have any questions or concerns, and thank you for your continued partnership.

Best,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
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(b)(5)

Thanks!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
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(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

(b)(5)

(b)(5)

(b)(5)

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Fri, 26 Jun 2020 16:02:43 +0000  
**To:** Airton Tatoug Kamdem; Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2  
**Cc:** Payton Itheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** RE: Creative Sent for Review: 6.23 CDC COVID-19 Ads

Thank you Airton, appreciate the update!

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, June 26, 2020 11:34 AM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>  
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Hi Laura,

(b)(5)

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Thursday, June 25, 2020 at 1:19 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)"

<ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>

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Laura

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(b)(5)

Thanks!

Laura



**Laura Leidner**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health

(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)

Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 29 Jun 2020 15:59:29 +0000  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); CDC IMS JIC Social Media -2; Payton Itheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang  
**Subject:** Re: Creative Sent for Review: 6.26 CDC COVID-19 Ads

Hi Laura,

(b)(5)

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Monday, June 29, 2020 at 9:15 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Subject:** RE: Creative Sent for Review: 6.26 CDC COVID-19 Ads

Hi Airton,

I hope you're doing well. I wanted to follow up on my email from Friday evening. (b)(6)

(b)(5)

Thank you!

Laura

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Friday, June 26, 2020 8:28 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; CDC IMS JIC Social Media -2 <eocjicehealth2@cdc.gov>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
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(b)(5)

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Laura



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Centers for Disease Control and Prevention

Center for Global Health

(404) 718-6471 | lleidner@cdc.gov

Follow @CDCglobal on *Facebook, Instagram, and Twitter*

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 6 May 2020 19:14:12 +0000  
**To:** Priya Gangolly;Thapar, Preeti (CDC/OCOO/OD) (CTR);Payton Itheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Layton, Kathleen (CDC/OD/OADC)  
**Subject:** RE: Facebook content updates

Yes, I didn't have the appt and I'm on another call. Can we try next week instead?

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, May 6, 2020 3:10 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Itheme <payton@fb.com>  
**Subject:** Re: Facebook content updates

Hi Carol,

We just realized that our invite series may have fallen off the calendar but we are available for the next 30 min if you'd like to chat (Payton is re-sending an invite).

(b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>  
**Date:** Wednesday, May 6, 2020 at 9:45 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Payton Itheme <payton@fb.com>  
**Subject:** Re: Facebook content updates

Hi Carol/Preeti,

(b)(5)

I feel confident that these changes will balance the need for constant updates and we are also happy to work with you on any changes you'd like in the future.  
We can discuss your thoughts on the call at 3pm.

Thanks,  
Priya

(b)(5)

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>

**Date:** Monday, May 4, 2020 at 1:30 PM

**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks!

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Sent:** Monday, May 4, 2020 3:01 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR)



<ijid2@cdc.gov>; Payton IHEME <payton@fb.com>

**Subject:** Re: Facebook content updates

Thanks Carol. I'll take it to the team. (b)(5)

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Date:** Monday, May 4, 2020 at 11:52 AM

**To:** Priya Gangolly <pgangolly@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)"

<ijid2@cdc.gov>, Payton IHEME <payton@fb.com>

**Subject:** RE: Facebook content updates

Priya – I asked my content team about this and similar to what I said when we talked, they are already

(b)(5)

(b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>

**Sent:** Monday, May 4, 2020 2:05 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>; Payton IHEME <payton@fb.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Subject:** Re: Facebook content updates

Thanks Preeti. So I can properly inform the team updating the content, can you help me better understand (b)(5)

(b)(5)

I am unsure whether our formatting of the modules allows for additional bolding/italicizing, but I can check with the team.

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijid2@cdc.gov>

**Date:** Monday, May 4, 2020 at 11:00 AM

**To:** Priya Gangolly <pgangolly@fb.com>, Payton IHEME <payton@fb.com>

**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Subject:** RE: Facebook content updates

Thanks Priya. (b)(5)

(b)(5)

Could you please bold and italicize text as seen on that page (highlighted below)? –

(b)(5)

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 4, 2020 1:57 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook content updates

Please disregard my last email as I can see the spacing in the Symptoms page on the CDC website.

(b)(5)

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Monday, May 4, 2020 at 10:54 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

(b)(5)

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Friday, May 1, 2020 at 2:26 PM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook content updates

Thank you, Preeti. I will pass along to our Product team and get back to you.

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Friday, May 1, 2020 at 1:41 PM  
**To:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Facebook content updates

Good Afternoon Payton & Priya,

I support Carol's team at CDC. (b)(5)

(b)(5)

Please review and share any questions or concerns. Thanks!

Thanks!

Preeti

**PREETI** Thapar | Web Content & User Experience

Northrop Grumman Corporation | Health Protection Solutions

O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Tuesday, April 28, 2020 at 10:34 AM

**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

No worries. We are transitioning as of a few weeks ago, and Priya will help keep us organized.

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Date:** Tuesday, April 28, 2020 at 1:32 PM

**To:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, April 28, 2020 1:31 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

(b)(5)

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Tuesday, April 28, 2020 at 12:26 PM  
**To:** Payton Itheme <payton@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Thursday, April 16, 2020 10:51 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,  
Here is recap of where we are:

**What we've launched:**

- On Tuesday April 7th, We launched units with content for three conditions identified by CDC as underlying risks for severe illness from covid19: 65+, HIV+ and Asthma to US only/English only.
- So far over half a million people have engaged with those units (not approved for external use).
- You can take a look at the source content by going to the **units tab** [in this group](#) again for a refresher of how the content looks in product.

**What the CDC is currently reviewing:**

(b)(5)

**Items pending from the CDC**

(b)(5)

Best,

Payton

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Fri, 5 Jun 2020 00:03:58 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR);Nina Rastogi  
**Cc:** Payton IHEME;McDaniel, Rebecca (CDC/OD/OADC)  
**Subject:** Re: Facebook content updates

Hi Carol and team,

I wanted to send along an FYI as we continue to develop the Info Center.

Our Product team is (b)(5)

(b)(5)  
we turned off in the US last week. The new card is in response to the increasing activity we have seen on our platform around protests and social gatherings.

(b)(5)

Thanks,  
Priya

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, June 3, 2020 at 3:32 PM  
**To:** Priya Gangolly <pgangolly@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, Nina Rastogi <ninarastogi@fb.com>  
**Cc:** Payton IHEME <payton@fb.com>, Praveen Raja <praveenraja@fb.com>, "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Subject:** RE: Facebook content updates

1. (b)(5)

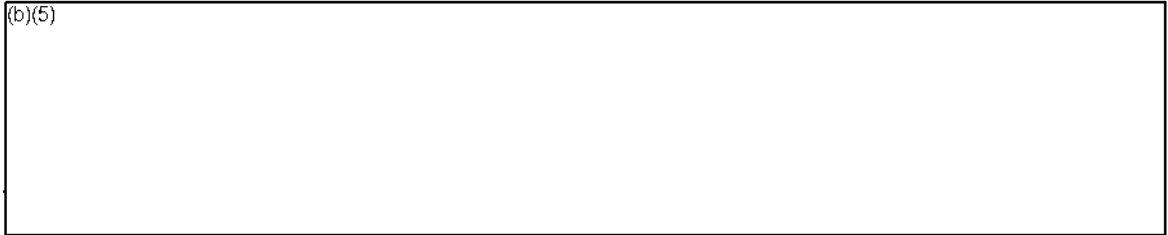
2. Sounds good.

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, June 3, 2020 4:58 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Nina Rastogi <ninarastogi@fb.com>  
**Cc:** Payton IHEME <payton@fb.com>; Praveen Raja <praveenraja@fb.com>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Subject:** Re: Facebook content updates

Thanks Carol.

As we didn't get to sync today, we wanted to get your thoughts on two items:

1. (b)(5)



2. Next Wed, we can discuss a plan for a next phase working relationship regarding content updates and attribution. I will aim to send a pre-read ahead of the meeting so you have time to review and we can jump into your thoughts. Look forward to discussing.

Thanks,  
Priya

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, June 3, 2020 at 11:17 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, Nina Rastogi <ninarastogi@fb.com>  
**Cc:** Payton Itheme <payton@fb.com>, Praveen Raja <praveenraja@fb.com>, "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Subject:** RE: Facebook content updates

Let just skip this week.

Thanks!

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, June 3, 2020 1:27 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Nina Rastogi <ninarastogi@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Itheme <payton@fb.com>; Praveen Raja <praveenraja@fb.com>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Subject:** Re: Facebook content updates

Hi Carol/Preeti,

Payton is unfortunately unable to make today's call. Would you like to reschedule for another day this week? Otherwise, we can connect at our usual time next Wednesday.

One update from our end – the If You Think You're Sick module is now live in the Info Center.

Noted on the "Staying Home Saves Lives" module – thanks for the update. (cc @Nina)

Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Wednesday, June 3, 2020 at 12:00 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>, "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

made. Thanks for your patience and speak with you tomorrow.

Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Tuesday, June 2, 2020 at 2:02 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>, "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** RE: Facebook content updates

Good Afternoon All,

Wanted to follow-up on a few things:

Re: "Staying Home Saves Lives", we are ok to proceed with dropping that module.

Re: (b)(5)

Thanks,  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Friday, May 29, 2020 4:12 PM



**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** RE: Facebook content updates

Hi Priya,

Appreciate the prompt response. (b)(5)

(b)(5)

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Friday, May 29, 2020 4:09 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

Apologies for the delay. I checked in with the team and, due to FB being out of the office for two days over the long weekend, we're looking at a final ship date of early next week. We will let you know as soon as it's live and let us know if you have any questions.

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Friday, May 29, 2020 at 12:49 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya & Nina,

(b)(5)

Nina shared the status of "Staying Home Saves Lives" on Wednesday's call.

Thanks,  
Preeti

**From:** Priya Gangolly <pgangolly@fb.com>

**Sent:** Friday, May 22, 2020 3:57 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Nina Rastogi <ninarastogi@fb.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Itheme <payton@fb.com>; Praveen Raja <praveenraja@fb.com>

**Subject:** Re: Facebook content updates

Thanks for the quick response, Preeti. (b)(5)

(b)(5)

Let us know what your preference is.

Have a nice weekend!

Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>

**Date:** Thursday, May 21, 2020 at 6:34 PM

**To:** Priya Gangolly <pgangolly@fb.com>, Nina Rastogi <ninarastogi@fb.com>

**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Payton Itheme <payton@fb.com>, Praveen Raja <praveenraja@fb.com>

**Subject:** RE: Facebook content updates

Hi Priya,

No worries at all. I know we've had several pieces in the works so I wanted to ensure we aligned on where things were.

Re: 1 – Sounds good, thank you! Happy to help however we can.

Re: 2 – Thank you for this update as well.

RE: 3 – (b)(5)

(b)(5)

Hope this helps and please let us know if you need any additional details.

Re: 4 – Looking forward to this conversation. Gentle reminder that Carol will be out of the office the week of 5/25.

Thank you for the heads up on the long weekend for your team at FB. Hope you all have a wonderful break!

Thanks,  
Preeti

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**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Thursday, May 21, 2020 8:24 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

Apologies for the delay. We just met with our Head of Health and Product/Policy/Content teams for the escalation meeting that we mentioned yesterday and I was getting all our ducks in order for a more comprehensive update. The meeting was very productive and I believe we'll be able to come up with solutions for many of the items you've surfaced.

Here is our path forward:

1. Re: the 2 Qs below, the team decided to go with the language you provided us on 5/18, so the questions are less relevant now. However, we'd still love to understand the thinking there as it helps us learn how we can better bridge language differences and reduce turnaround time.
2. (b)(5)
3. (b)(5)
4. At our next Wed meeting, we are planning to have solutions to address process/turnaround, cases in which content needs to be removed ASAP, and discuss ways we can better support your team in the long-term. Look forward to discussing!

Also, in case our responses are delayed, wanted to give you a heads up that the Facebook team has a holiday tomorrow (and Monday as well for Memorial Day).

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Thursday, May 21, 2020 at 1:07 PM  
**To:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Payton Itheme <payton@fb.com>  
**Subject:** RE: Facebook content updates

Hi Nina,

It was good chatting with you about this yesterday. Thank you for listening to our concerns and we appreciate you all sharing insight of things on your end as well.

If I recall correctly, you all had an upcoming meeting that may impact how FB may want to proceed on these.

I wanted to circle back and confirm that note and if it is correct, I will hold on requesting any of these edits until you have final feedback from your colleagues.

If I misunderstood something, please do update us and I will proceed accordingly. I really appreciate the understanding and support with this

Thank you again!  
Preeti

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O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Nina Rastogi <ninarastogi@fb.com>

**Sent:** Tuesday, May 19, 2020 4:05 PM

**To:** Priya Gangolly <pgangolly@fb.com>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Itheme <payton@fb.com>

**Subject:** Re: Facebook content updates

Thank you for the intro, Priya!

Preeti – as I'm reviewing the edits with our working team, I had a few quick clarification questions:

1. (b)(5)

2. (b)(5)

Thank you!

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Tuesday, May 19, 2020 at 10:56 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

Thanks for letting us know. Our Content Strategist, Nina, is copied on this email and is currently reviewing your edits. We will get back to you soon.

Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Tuesday, May 19, 2020 at 6:27 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Tuesday, May 19, 2020 8:58 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Thanks Priya. Prevention tips looks good.

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 18, 2020 6:36 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks, Preeti!

We will review and get back to you on the edits.

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Monday, May 18, 2020 at 2:15 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Friday, May 15, 2020 4:11 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

Thanks for the update.

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <jjd2@cdc.gov>  
**Date:** Friday, May 15, 2020 at 9:42 AM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Payton Itheme <payton@fb.com>, Nina Rastogi <ninarastogi@fb.com>  
**Subject:** RE: Facebook content updates

Hi Priya,

We have reviewed and our working with our SMEs to finalize content.

One question that we do have, that would greatly help in providing content back, is if we could please have a character count for the fields in these smaller modules. That would help with providing final, accurate text because we feel that sometimes the messages are edited to accommodate a shorter length but that leads to context changes, which we must be cautious about. So if we could have the character count, we will provide messaging that fits the FB template but also is an accurate message for the public.

(b)(5)

Thanks!  
Preeti

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Northrop Grumman Corporation | Health Protection Solutions  
O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Wednesday, May 13, 2020 9:09 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Thanks Priya. I will review and be in touch.

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 13, 2020 12:52 AM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

Let us know if you have any questions.

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Tuesday, May 12, 2020 at 10:52 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

(b)(5)

Priya



**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Tuesday, May 12, 2020 at 8:46 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Please have a look and let me know if you have any questions.

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Monday, May 11, 2020 3:37 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks,  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 11, 2020 3:35 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Friday, May 8, 2020 at 1:13 PM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Friday, May 8, 2020 at 10:59 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Thanks Priya! I'll keep an eye out for your follow-up.

Thanks,  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Friday, May 8, 2020 11:54 AM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,  
Apologies for the delay, I was out of the office yesterday. We will get back to you shortly on the below request.

On May 7, 2020, at 5:32 AM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)> wrote:

Good Morning Priya,

(b)(5)

<image001.jpg>

(b)(5)

Appreciate your help with this and please let me know if you have any questions.

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 6, 2020 8:14 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks Preeti. I will take feedback to team and circle back to this group with a final draft.

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>  
**Date:** Wednesday, May 6, 2020 at 2:35 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

We have a few edits to the content. Additions are highlighted in green and deletions in yellow.  
Please let us know if you have any questions –

**If you think you're sick**

(b)(5)



Thanks,  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)

**Sent:** Wednesday, May 6, 2020 4:28 PM

**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks,  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 6, 2020 12:46 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Carol/Preeti,

(b)(5)

I feel confident that these changes will balance the need for constant updates and we are also happy to work with you on any changes you'd like in the future. We can discuss your thoughts on the call at 3pm.

Thanks,  
Priya

(b)(5)

(b)(5)

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Monday, May 4, 2020 at 1:30 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks!

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 4, 2020 3:01 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks Carol. I'll take it to the team. (b)(5)

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Monday, May 4, 2020 at 11:52 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Priya – I asked my content team about this and similar to what I said when we talked, they are already

(b)(5)

(b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, May 4, 2020 2:05 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>; Payton Itheme <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Facebook content updates

Thanks Preeti. So I can properly inform the team updating the content, can you help me better understand (b)(5)

(b)(5)

I am unsure whether our formatting of the modules allows for additional bolding/italicizing, but I can check with the team.

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijid2@cdc.gov>  
**Date:** Monday, May 4, 2020 at 11:00 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Facebook content updates

Thanks Priya. (b)(5)

(b)(5)

(b)(5)

Thanks!  
Preeti

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, May 4, 2020 1:57 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>; Payton Itheme <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Facebook content updates

Please disregard my last email as I can see the spacing in the Symptoms page on the CDC website.

(b)(5)

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Date:** Monday, May 4, 2020 at 10:54 AM

**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)



(b)(5)

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Friday, May 1, 2020 at 2:26 PM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook content updates

Thank you, Preeti. I will pass along to our Product team and get back to you.

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Friday, May 1, 2020 at 1:41 PM  
**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Facebook content updates

Good Afternoon Payton & Priya,

I support Carol's team at CDC. (b)(5)

(b)(5)

Please review and share any questions or concerns. Thanks!

Thanks!  
Preeti

**PREETI Thapar** | Web Content & User Experience  
Northrop Grumman Corporation | Health Protection Solutions  
O: (404) 498-0962 | C: (678) 468-9466 | [ijid2@cdc.gov](mailto:ijid2@cdc.gov)

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Tuesday, April 28, 2020 at 10:34 AM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

No worries. We are transitioning as of a few weeks ago, and Priya will help keep us organized.

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Tuesday, April 28, 2020 at 1:32 PM  
**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Tuesday, April 28, 2020 1:31 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

(b)(5)

Best,

Payton

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Tuesday, April 28, 2020 at 12:26 PM  
**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Thursday, April 16, 2020 10:51 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

Here is recap of where we are:

**What we've launched:**

- On Tuesday April 7th, We launched units with content for three conditions identified by CDC as underlying risks for severe illness from covid19: 65+, HIV+ and Asthma to US only/English only.
- So far over half a million people have engaged with those units (not approved for external use).
- You can take a look at the source content by going to the **units tab** [in this group](#) again for a refresher of how the content looks in product.

**What the CDC is currently reviewing:**

(b)(5)

**Items pending from the CDC**

(b)(5)

Best,

Payton

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Thu, 4 Jun 2020 02:38:25 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR);Nina Rastogi  
**Cc:** Payton Iheme;Praveen Raja;McDaniel, Rebecca (CDC/OD/OADC)  
**Subject:** Re: Facebook content updates

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, June 3, 2020 at 3:32 PM  
**To:** Priya Gangolly <pgangolly@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, Nina Rastogi <ninarastogi@fb.com>  
**Cc:** Payton Iheme <payton@fb.com>, Praveen Raja <praveenraja@fb.com>, "McDaniel, Rebecca (CDC/OD/OADC)" <ldy8@cdc.gov>  
**Subject:** RE: Facebook content updates

1. (b)(5) ap
2. Sounds good.

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, June 3, 2020 4:58 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Nina Rastogi <ninarastogi@fb.com>  
**Cc:** Payton Iheme <payton@fb.com>; Praveen Raja <praveenraja@fb.com>; McDaniel, Rebecca (CDC/OD/OADC) <ldy8@cdc.gov>  
**Subject:** Re: Facebook content updates

Thanks Carol.

As we didn't get to sync today, we wanted to get your thoughts on two items:

1. (b)(5)
2. Next Wed, we can discuss a plan for a next phase working relationship regarding content updates and attribution. I will aim to send a pre-read ahead of the meeting so you have time to review and we can jump into your thoughts. Look forward to discussing.

Thanks,  
Priya

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Wednesday, June 3, 2020 at 11:17 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>, "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** RE: Facebook content updates

Let just skip this week.

Thanks!

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, June 3, 2020 1:27 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: Facebook content updates

Hi Carol/Preeti,

Payton is unfortunately unable to make today's call. Would you like to reschedule for another day this week? Otherwise, we can connect at our usual time next Wednesday.

One update from our end – the If You Think You're Sick module is now live in the Info Center.

Noted on the "Staying Home Saves Lives" module – thanks for the update. (cc @Nina)

Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Wednesday, June 3, 2020 at 12:00 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>,

Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>, "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

made. Thanks for your patience and speak with you tomorrow.

Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Tuesday, June 2, 2020 at 2:02 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>, "McDaniel, Rebecca (CDC/OD/OADC)" <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** RE: Facebook content updates

Good Afternoon All,

Wanted to follow-up on a few things:

Re: "Staying Home Saves Lives", we are ok to proceed with dropping that module.

Re: (b)(5)

Thanks,  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Friday, May 29, 2020 4:12 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>; McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Subject:** RE: Facebook content updates

Hi Priya,

Appreciate the prompt response. (b)(5)

(b)(5)

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Friday, May 29, 2020 4:09 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

Apologies for the delay. I checked in with the team and, due to FB being out of the office for two days over the long weekend, we're looking at a final ship date of early next week. We will let you know as soon as it's live and let us know if you have any questions.

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Friday, May 29, 2020 at 12:49 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya & Nina,

(b)(5)

Nina shared the status of "Staying Home Saves Lives" on Wednesday's call.

Thanks,  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Friday, May 22, 2020 3:57 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks for the quick response, Preeti. (b)(5)  
(b)(5)  
Let us know what your preference is.

Have a nice weekend!  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Thursday, May 21, 2020 at 6:34 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

No worries at all. I know we've had several pieces in the works so I wanted to ensure we aligned on where things were.

Re: 1 – Sounds good, thank you! Happy to help however we can.

Re: 2 – Thank you for this update as well.

RE: 3 – (b)(5)

(b)(5)

Hope this helps and please let us know if you need any additional details.

Re: 4 – Looking forward to this conversation. Gentle reminder that Carol will be out of the office the week of 5/25.

Thank you for the heads up on the long weekend for your team at FB. Hope you all have a wonderful break!

Thanks,  
Preeti

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Northrop Grumman Corporation | Health Protection Solutions

O: (404) 498-0962 | C: (678) 468-9466 | [ijid2@cdc.gov](mailto:ijid2@cdc.gov)

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Sent:** Thursday, May 21, 2020 8:24 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Praveen Raja <[praveenraja@fb.com](mailto:praveenraja@fb.com)>

**Subject:** Re: Facebook content updates



Hi Preeti,

Apologies for the delay. We just met with our Head of Health and Product/Policy/Content teams for the escalation meeting that we mentioned yesterday and I was getting all our ducks in order for a



more comprehensive update. The meeting was very productive and I believe we'll be able to come up with solutions for many of the items you've surfaced.

Here is our path forward:

1. Re: the 2 Qs below, the team decided to go with the language you provided us on 5/18, so the questions are less relevant now. However, we'd still love to understand the thinking there as it helps us learn how we can better bridge language differences and reduce turnaround time.
2. (b)(5)  

3. (b)(5)  

4. At our next Wed meeting, we are planning to have solutions to address process/turnaround, cases in which content needs to be removed ASAP, and discuss ways we can better support your team in the long-term. Look forward to discussing!

Also, in case our responses are delayed, wanted to give you a heads up that the Facebook team has a holiday tomorrow (and Monday as well for Memorial Day).

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Thursday, May 21, 2020 at 1:07 PM  
**To:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>, Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Nina,

It was good chatting with you about this yesterday. Thank you for listening to our concerns and we appreciate you all sharing insight of things on your end as well.

If I recall correctly, you all had an upcoming meeting that may impact how FB may want to proceed on these.

I wanted to circle back and confirm that note and if it is correct, I will hold on requesting any of these edits until you have final feedback from your colleagues.

If I misunderstood something, please do update us and I will proceed accordingly. I really appreciate the understanding and support with this

Thank you again!  
Preeti

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Northrop Grumman Corporation | Health Protection Solutions  
O: (404) 498-0962 | C: (678) 468-9466 | [ijid2@cdc.gov](mailto:ijid2@cdc.gov)

**From:** Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Sent:** Tuesday, May 19, 2020 4:05 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Facebook content updates

Thank you for the intro, Priya!

Preeti – as I'm reviewing the edits with our working team, I had a few quick clarification questions:

1. (b)(5)
2. (b)(5)

Thank you!

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Tuesday, May 19, 2020 at 10:56 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

Thanks for letting us know. Our Content Strategist, Nina, is copied on this email and is currently reviewing your edits. We will get back to you soon.

Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Tuesday, May 19, 2020 at 6:27 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Tuesday, May 19, 2020 8:58 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Thanks Priya. Prevention tips looks good.

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 18, 2020 6:36 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks, Preeti!

We will review and get back to you on the edits.

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Monday, May 18, 2020 at 2:15 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Friday, May 15, 2020 4:11 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

Thanks for the update.

(b)(5)

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Date:** Friday, May 15, 2020 at 9:42 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

We have reviewed and our working with our SMEs to finalize content.

One question that we do have, that would greatly help in providing content back, is if we could please have a character count for the fields in these smaller modules. That would help with providing final, accurate text because we feel that sometimes the messages are edited to accommodate a shorter length but that leads to context changes, which we must be cautious about. So if we could have the character count, we will provide messaging that fits the FB template but also is an accurate message for the public.

(b)(5)

Thanks!  
Preeti

**PREETI Thapar** | Web Content & User Experience  
Northrop Grumman Corporation | Health Protection Solutions  
O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Wednesday, May 13, 2020 9:09 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Thanks Priya. I will review and be in touch.

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 13, 2020 12:52 AM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

Let us know if you have any questions.

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Tuesday, May 12, 2020 at 10:52 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

(b)(5)

Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Tuesday, May 12, 2020 at 8:46 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

(b)(5)

Please have a look and let me know if you have any questions.

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Monday, May 11, 2020 3:37 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks,  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 11, 2020 3:35 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Nina Rastogi <[ninarastogi@fb.com](mailto:ninarastogi@fb.com)>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Friday, May 8, 2020 at 1:13 PM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>,

Nina Rastogi <ninarastogi@fb.com>

**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijid2@cdc.gov>

**Date:** Friday, May 8, 2020 at 10:59 AM

**To:** Priya Gangolly <pgangolly@fb.com>

**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Payton Iheme <payton@fb.com>, Nina Rastogi <ninarastogi@fb.com>

**Subject:** RE: Facebook content updates

Thanks Priya! I'll keep an eye out for your follow-up.

Thanks,  
Preeti

**From:** Priya Gangolly <pgangolly@fb.com>

**Sent:** Friday, May 8, 2020 11:54 AM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Iheme <payton@fb.com>; Nina Rastogi <ninarastogi@fb.com>

**Subject:** Re: Facebook content updates

Hi Preeti,

Apologies for the delay, I was out of the office yesterday. We will get back to you shortly on the below request.



On May 7, 2020, at 5:32 AM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)> wrote:

Good Morning Priya,

(b)(5)

<image001.jpg>

(b)(5)

Appreciate your help with this and please let me know if you have any questions.

Thanks!  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 6, 2020 8:14 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks Preeti. I will take feedback to team and circle back to this group with a final draft.

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Wednesday, May 6, 2020 at 2:35 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

We have a few edits to the content. Additions are highlighted in green and deletions in yellow.  
Please let us know if you have any questions –

**If you think you're sick**

(b)(5)

(b)(5)

Thanks,  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Wednesday, May 6, 2020 4:28 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks,  
Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 6, 2020 12:46 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC)

<ciy1@cdc.gov>; Payton Itheme <payton@fb.com>

**Subject:** Re: Facebook content updates

Hi Carol/Preeti,

(b)(5)

I feel confident that these changes will balance the need for constant updates and we are also happy to work with you on any changes you'd like in the future.  
We can discuss your thoughts on the call at 3pm.

Thanks,  
Priya

(b)(5)

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Monday, May 4, 2020 at 1:30 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Thanks!

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 4, 2020 3:01 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks Carol. I'll take it to the team.

(b)(5)

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Monday, May 4, 2020 at 11:52 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

Priya – I asked my content team about this and similar to what I said when we talked, they are already

(b)(5)

(b)(5)

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 4, 2020 2:05 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook content updates

Thanks Preeti. So I can properly inform the team updating the content, can you help me better understand (b)(5)

(b)(5)

I am unsure whether our formatting of the modules allows for additional bolding/italicizing, but I can check with the team.

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>  
**Date:** Monday, May 4, 2020 at 11:00 AM  
**To:** Priya Gangolly <pgangolly@fb.com>, Payton Ihome <payton@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Facebook content updates

Thanks Priya. (b)(5)

(b)(5)

Could you please bold and italicize text as seen on that page (highlighted below)? –

(b)(5)

Thanks!  
Preeti

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, May 4, 2020 1:57 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Payton Ihome <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Facebook content updates

Please disregard my last email as I can see the spacing in the Symptoms page on the CDC website.

(b)(5)

Thanks,  
Priya

**From:** Priya Gangolly <pgangolly@fb.com>  
**Date:** Monday, May 4, 2020 at 10:54 AM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, Payton Ihome <payton@fb.com>

**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: Facebook content updates

Hi Preeti,

(b)(5)



**From:** Priya Gangolly <pgangolly@fb.com>  
**Date:** Friday, May 1, 2020 at 2:26 PM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, Payton IHEME <payton@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: Facebook content updates

Thank you, Preeti. I will pass along to our Product team and get back to you.

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>  
**Date:** Friday, May 1, 2020 at 1:41 PM  
**To:** Payton Iheme <payton@fb.com>, Priya Gangolly <pgangolly@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Facebook content updates

Good Afternoon Payton & Priya,

I support Carol's team at CDC. (b)(5)

Please review and share any questions or concerns. Thanks!

Thanks!  
Preeti

**PREETI** Thapar | Web Content & User Experience  
Northrop Grumman Corporation | Health Protection Solutions  
O: (404) 498-0962 | C: (678) 468-9466 | [ijd2@cdc.gov](mailto:ijd2@cdc.gov)

**From:** Payton Iheme <payton@fb.com>  
**Date:** Tuesday, April 28, 2020 at 10:34 AM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Priya Gangolly <pgangolly@fb.com>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

No worries. We are transitioning as of a few weeks ago, and Priya will help keep us organized.

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Tuesday, April 28, 2020 at 1:32 PM  
**To:** Payton Iheme <payton@fb.com>, Priya Gangolly <pgangolly@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Tuesday, April 28, 2020 1:31 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Priya Gangolly <pgangolly@fb.com>  
**Subject:** Re: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

(b)(5)

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
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- On Tuesday April 7th, We launched units with content for three conditions identified by CDC as underlying risks for severe illness from covid19: 65+, HIV+ and Asthma to US only/English only.
- So far over half a million people have engaged with those units (not approved for external use).
- You can take a look at the source content by going to the **units tab** [in this group](#) again for a refresher of how the content looks in product.

**What the CDC is currently reviewing:**

(b)(5)



(b)(5) [Redacted]

**Items pending from the CDC**

(b)(5) [Redacted]

Best,

Payton

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Fri, 8 May 2020 15:54:24 +0000  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Payton Itheme; Nina Rastogi  
**Subject:** Re: Facebook content updates  
**Attachments:** image001.jpg

Hi Preeti,  
Apologies for the delay, I was out of the office yesterday. We will get back to you shortly on the below request.

On May 7, 2020, at 5:32 AM, Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov> wrote:

Good Morning Priya,

(b)(5)

<image001.jpg>

(b)(5)

Appreciate your help with this and please let me know if you have any questions.

Thanks!  
Preeti

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, May 6, 2020 8:14 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Itheme <payton@fb.com>  
**Subject:** Re: Facebook content updates

Thanks Preeti. I will take feedback to team and circle back to this group with a final draft.

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>  
**Date:** Wednesday, May 6, 2020 at 2:35 PM  
**To:** Priya Gangolly <pgangolly@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>,

Payton Itheme <payton@fb.com>

**Subject:** RE: Facebook content updates

Hi Priya,

We have a few edits to the content. Additions are highlighted in green and deletions in yellow.  
Please let us know if you have any questions –

**If you think you're sick**

(b)(5)



Thanks,  
Preeti

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**Sent:** Wednesday, May 6, 2020 4:28 PM

**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

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(b)(5)

Thanks,  
Preeti

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**Sent:** Wednesday, May 6, 2020 12:46 PM

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**Subject:** Re: Facebook content updates

Hi Carol/Preeti,

(b)(5)

I feel confident that these changes will balance the need for constant updates and we are also happy to work with you on any changes you'd like in the future.  
We can discuss your thoughts on the call at 3pm.

Thanks,  
Priya

(b)(5)

(b)(5)

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Monday, May 4, 2020 at 1:30 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Facebook content updates

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(b)(5)

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**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 4, 2020 3:01 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Facebook content updates

Thanks Carol. I'll take it to the team. (b)(5)

(b)(5)

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**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
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Priya – I asked my content team about this and similar to what I said when we talked, they are already

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**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Facebook content updates

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I am unsure whether our formatting of the modules allows for additional bolding/italicizing, but I can check with the team.

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>

**Date:** Monday, May 4, 2020 at 11:00 AM

**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

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**Subject:** RE: Facebook content updates

Thanks Priya.

(b)(5)

Could you please bold and italicize text as seen on that page (highlighted below)? –

(b)(5)

Thanks!

Preeti

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Sent:** Monday, May 4, 2020 1:57 PM

**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook content updates

Please disregard my last email as I can see the spacing in the Symptoms page on the CDC website.

(b)(5)

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Monday, May 4, 2020 at 10:54 AM  
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(b)(5)

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(b)(5)

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**Items pending from the CDC**

(b)(5)

Best,

Payton

Sent from my iPhone

(b)(5)

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Fri, 8 May 2020 14:52:47 +0000  
**To:** Priya Gangolly; Payton Iheme  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Facebook content updates

Hi Priya,

(b)(5)

Could you please advise if you can help with this request? If it helps to have a quick chat, happy to do so.

Thanks!  
Preeti

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Sent:** Thursday, May 7, 2020 8:32 AM  
**To:** Priya Gangolly <pgangolly@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Payton Iheme <payton@fb.com>  
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(b)(5)

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Hi Carol/Preeti,

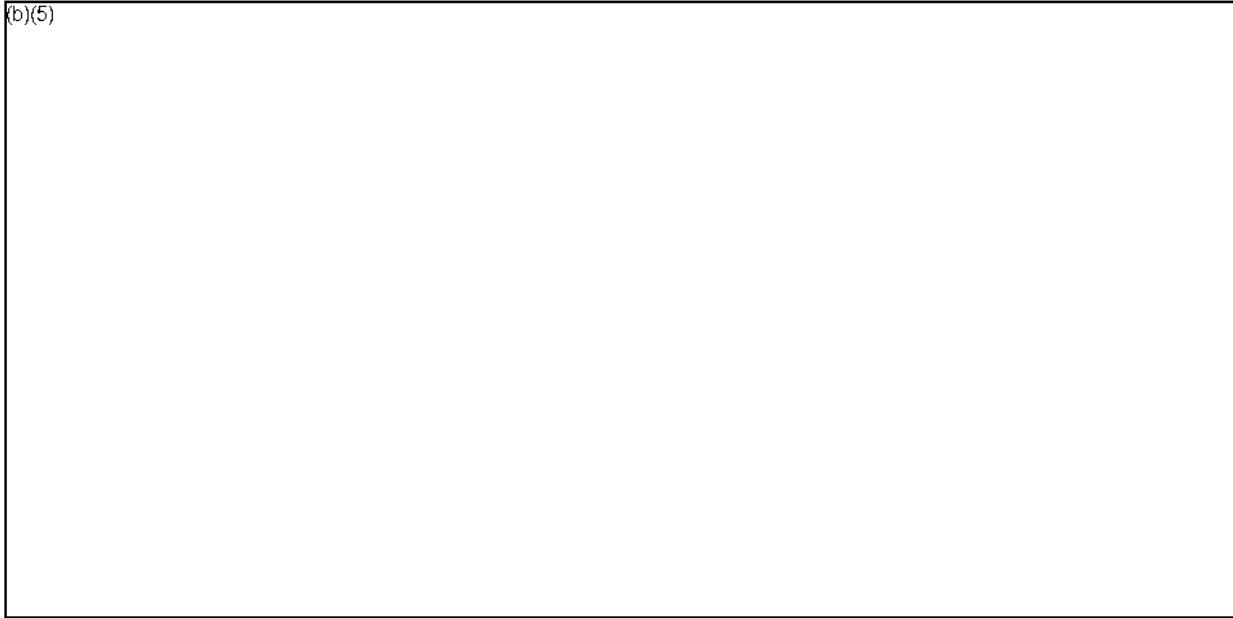
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Thanks!  
Preeti

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Hi Carol,

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Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Tuesday, April 28, 2020 at 12:26 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** RE: CDC Content Updates and Next Steps (quick recap-items we need to move forward)

(b)(5)

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Thursday, April 16, 2020 10:51 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Subject:** CDC Content Updates and Next Steps (quick recap-items we need to move forward)

Hi Carol,

Here is recap of where we are:

**What we've launched:**

- On Tuesday April 7th, We launched units with content for three conditions identified by CDC as underlying risks for severe illness from covid19: 65+, HIV+ and Asthma to US only/English only.
- So far over half a million people have engaged with those units (not approved for external use).
- You can take a look at the source content by going to the **units tab** in [this group](#) again for a refresher of how the content looks in product.

**What the CDC is currently reviewing:**

(b)(5)

**Items pending from the CDC**

(b)(5)

Best,

Payton

Sent from my iPhone

**From:** Priya Gangolly  
**Sent:** Mon, 27 Apr 2020 18:33:11 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Payton Iheme  
**Subject:** Re: Faebook hub updates

Thank you, Carol. I'll connect with our Content Strategy team and we'll get back to you on next steps.

Priya

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Friday, April 24, 2020 at 1:32 PM  
**To:** Payton Iheme <payton@fb.com>, Priya Gangolly <pgangolly@fb.com>  
**Subject:** FW: Faebook hub updates

Priya – this is a bit messy and if you'd prefer us to be more explicit on the format/layout let me know, but I decided to just send it back the way our content folks provided it. (the screen shots are at bottom in order they commented) Let me know if you want to discuss.

Thanks!

**Prevention tips**

(b)(5)

**If you think you are sick**

(b)(5)

(b)(5)

(b)(5)



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 7 Feb 2020 17:29:12 +0000  
**To:** Payton Iheme; Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: FB Coordination

Got it!

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Friday, February 7, 2020 12:29 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: FB Coordination

Did you receive the dial in invite?

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Friday, February 7, 2020 at 12:20 PM  
**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Payton Iheme <payton@fb.com>  
**Subject:** RE: FB Coordination

I can!

**From:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Sent:** Friday, February 7, 2020 12:11 PM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** RE: FB Coordination

Payton – Not sure if Carol can dial in then, but 12:30 works for me.

Jay

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Friday, February 7, 2020 12:05 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: FB Coordination

Can you do 12:30 please?

I know that is soon.

Sent from my iPhone

On Feb 7, 2020, at 11:21 AM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

12 -1 EST & 2:30-4:00 EST look good. I think Jay could do 4-4:30 EST too, I'll be at airport by then probably in security.

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Friday, February 7, 2020 11:14 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: FB Coordination

Sounds good.

Let's do a call today with the team here since this topic is moving so quickly.

Could you offer three different 20 minute windows you may have today and hopefully one of them matches up with our product team for a call.

Best,

Payton

Sent from my iPhone

On Feb 7, 2020, at 10:43 AM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Sorry for delay. Many are involved in comms on this issue and wanted to be certain we are aligned.

1. If you can do something with CDC for US users, we think there is great value in having messages **now** especially on the current risk level and everyday precautions. As well, if we can rotate messages, there could be times we might want to address widespread myths like mask use or new issues. This could and should replace flu shot messaging. What do you need from us? We need a reminder on message length, if graphics are used, and how often we can review and change content.

2& 3. This is great, we'd love to be a part of it. US users will need information directly from CDC and other federal/local organizations rather than international organizations. Let us know what you need.

If we need to use CDC logos we'll need to do a MOU again. But if not, we may not need to be so formal, at least on our end.

After today, I'll be out for next week but Jay will be following up on any CDC action items.

Thanks!

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Thursday, February 6, 2020 3:35 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: FB Coordination

Here is a bit more insight Carol:

Let me know if you would like to speak to our teams working on these items. Our teams at Facebook have been working to identify how we can support efforts to provide users with accurate and timely information about coronavirus. We would like to get CDC's feedback on a few key initiatives that we are considering launching in the coming days/weeks. I have outlined the specifics below, and would greatly appreciate your thoughts on the tactics and proposed design/content. We would be happy to jump on a quick call today or tomorrow if that would be easier as well.

Thank you in advance, and look forward to your input.

1. **Quick Promotion for US Facebook Users:** We are considering launching "Quick Promotions" which are proactive messages at the top of the News Feed to users in various countries about how to protect yourself from coronavirus. We would point users to credible websites including the WHO internationally, and the CDC in the US. We'd like your feedback on: 1) whether you think this would be beneficial to launch in the US at this time, and 2) if this should take priority over the Quick Promotion message to get the flu shot, where we are also directing users to CDC pages, particularly given that we're approaching the end of flu season
2. **Facebook Coronavirus Page:** Facebook team would create a Coronavirus Page serving up content that exists on other organizations' FB pages including the CDC. This would be in addition to the Quick Promotion above. When users search for information on coronavirus, they will find this centralized page with curated content from trusted sources. See mock below:

<image003.jpg>

3. **Facebook Coronavirus "Hub":** Facebook would create a coronavirus "hub" which would contain various modules including pages to follow, fundraisers that are happening on the platform related to coronavirus, and potentially a common set of FAQs. See below for early design mocks:

<image005.jpg>

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Thursday, February 6, 2020 at 3:01 PM  
**To:** Payton Itheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** FB Coordination

**Payton – just looping you in on something that Jay and I had awareness of...are you in loop with this?**

-----

**From:** Shelley Thakral <[sthakral@fb.com](mailto:sthakral@fb.com)>

**Sent:** Thursday, February 6, 2020 3:34 PM

**To:** Rajaraman, Preetha <[RajaramanP@state.gov](mailto:RajaramanP@state.gov)>

**Cc:** Rohit Singh <[srohit@fb.com](mailto:srohit@fb.com)>; Siddharta Swarup <[sidswarup@fb.com](mailto:sidswarup@fb.com)>

**Subject:** Urgent partner feedback needed on Corona virus response

Dear Dr Rajaraman,

As you may be already aware, Facebook has taken proactive as well as reactive steps to control information and misinformation related to Corona virus which includes links to WHO page as well as removal of misinformation.

At Mark Zuckerberg's request, there is a group that has been organized to help generate and implement new ideas “offense” approach on how FB can assist in the global response to the Coronavirus. This group met on Friday, brainstormed and proposed a list of prioritized ideas to Mark. Mark supported further exploration and go forward on the following ideas. As an immediate next step, our team has been asked to solicit quick, high-level partner feedback on these ideas.

#### **Pragmatic [Confirmed to Explore]**

1. **Coronavirus Page on Facebook:** A centralized page with curated and localized content from trusted sources. This info is currently fragmented and hard for the public to understand. It would be helpful to have canonical real-time info on (a) updates relevant to your location (b) what to do to stay healthy and (c) how and when to seek medical help. Encourage people to take action by sharing this page.
2. **Influencer Engagement Campaign:** Enlist celebrities, major NGOs, government officials, and other public figures to use the Coronavirus stickers and link to the Coronavirus Facebook Page to build awareness of accurate information.

3. **Coronavirus Support Stickers on Facebook, Instagram, and Messenger Stories (mock [here](#)):** Allow people to show their support for people affected by coronavirus. On Instagram, the sticker could link out to the Coronavirus Page on Facebook (link out not available on Facebook and Messenger.)

I would greatly appreciate a feedback response so we can move forward with this and if there is any other way we can support you please let me know.

Warmly,

Shelley

**From:** Payton IHEME  
**Sent:** Fri, 7 Feb 2020 00:57:07 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: FB Coordination

No worries at all. I understand, I just know your team will want to have visibility and stay in close coordination on these type of items.

I'll await your update in the morning.

Best,  
Payton

Sent from my iPhone

On Feb 6, 2020, at 7:54 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Yes. I'm talking about it with a few folks, hope to get back to you in the morning. Sorry for delay.

**From:** Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Thursday, February 6, 2020 7:51 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: FB Coordination

Hi Carol,

To clarify, the items I sent a short while ago below are not ads or have any monetary component. These are online items we are looking at launching based on requests from regions hit by this issue. For the US context, we want to know if there are concerns or items that CDC would suggest tweaking. That would be good for us to know to inform our next steps.

Please let me know your team's thoughts as teams are rapidly collecting input to ensure any public messaging is complementary.

Best,

Payton

Sent from my iPhone

On Feb 6, 2020, at 3:35 PM, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)> wrote:

Here is a bit more insight Carol:

Let me know if you would like to speak to our teams working on these items. Our teams at Facebook have been working to identify how we can support efforts to provide users with accurate and timely information about coronavirus. We would like to get CDC's feedback on a few key initiatives that we are considering launching in the coming days/weeks. I have outlined the specifics below, and would greatly appreciate your thoughts on the tactics and proposed design/content. We would be happy to jump on a quick call today or tomorrow if that would be easier as well.

Thank you in advance, and look forward to your input.

1. **Quick Promotion for US Facebook Users:** We are considering launching "Quick Promotions" which are proactive messages at the top of the News Feed to users in various countries about how to protect yourself from coronavirus. We would point users to credible websites including the WHO internationally, and the CDC in the US. We'd like your feedback on: 1) whether you think this would be beneficial to launch in the US at this time, and 2) if this should take priority over the Quick Promotion message to get the flu shot, where we are also directing users to CDC pages, particularly given that we're approaching the end of flu season
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<image001.jpg>

3. **Facebook Coronavirus "Hub":** Facebook would create a coronavirus "hub" which would contain various modules including pages to follow, fundraisers that are happening on the platform related to coronavirus, and potentially a common set of FAQs. See below for early design mocks:

<image002.jpg>

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Date:** Thursday, February 6, 2020 at 3:01 PM

**To:** Payton Itheme <payton@fb.com>

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

**Subject:** FB Coordination

**Payton – just looping you in on something that Jay and I had awareness of...are you in loop with this?**

-----

**From:** Shelley Thakral <sthakral@fb.com>

**Sent:** Thursday, February 6, 2020 3:34 PM

**To:** Rajaraman, Preetha <RajaramanP@state.gov>

**Cc:** Rohit Singh <[srohit@fb.com](mailto:srohit@fb.com)>; Siddharta Swarup <[sidswarup@fb.com](mailto:sidswarup@fb.com)>

**Subject:** Urgent partner feedback needed on Corona virus response

Dear Dr Rajaraman,

As you may be already aware, Facebook has taken proactive as well as reactive steps to control information and misinformation related to Corona virus which includes links to WHO page as well as removal of misinformation.

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#### **Pragmatic [Confirmed to Explore]**

1. **Coronavirus Page on Facebook:** A centralized page with curated and localized content from trusted sources. This info is currently fragmented and hard for the public to understand. It would be helpful to have canonical real-time info on (a) updates relevant to your location (b) what to do to stay healthy and (c) how and when to seek medical help. Encourage people to take action by sharing this page.
2. **Influencer Engagement Campaign:** Enlist celebrities, major NGOs, government officials, and other public figures to use the Coronavirus stickers and link to the Coronavirus Facebook Page to build awareness of accurate information.
3. **Coronavirus Support Stickers on Facebook, Instagram, and Messenger Stories (mock [here](#)):** Allow people to show their support for people affected by coronavirus. On Instagram, the sticker could link out to the Coronavirus Page on Facebook (link out not available on Facebook and Messenger.)



I would greatly appreciate a feedback response so we can move forward etih this and if there is any other way we can support you please let me know.

Warmly,

Shelley

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Tue, 4 Feb 2020 15:52:58 +0000  
**To:** Payton IHEME  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC)  
**Subject:** RE: Data for Good | CDC intros

Great, thanks. Instagram links below.

<https://www.instagram.com/p/B8JnteFHUFc/>

[https://www.instagram.com/p/B7\\_PVYAnxnW/](https://www.instagram.com/p/B7_PVYAnxnW/)

<https://www.instagram.com/p/B8B2CZEHzep/>

<https://www.instagram.com/p/B8EqC7YHMyt/>

<https://www.instagram.com/p/B8E3CO5nqTP/>

<https://www.instagram.com/p/B8JnteFHUFc/>

**From:** Payton IHEME <payton@fb.com>  
**Sent:** Tuesday, February 4, 2020 10:26 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Subject:** Re: Data for Good | CDC intros

Yes, please send me links to you IG content as well please.

Sent from my iPhone

On Feb 4, 2020, at 10:11 AM, Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

Hi Payton- Thank you for your time on the phone this morning. Following up, I'm sharing the standard novel Coronavirus URL we're hoping to direct people to when searching for the topic. It's:  
<http://www.cdc.gov/ncov>

Also, below are some of our recent nCoV FAQ Facebook posts that we'd love to see boosted if possible. Forgot to ask on the phone, but would any assist in boosted posts extend to our Instagram content as well? Thanks again for your help. Please let us know if you need anything from us as we move forward in the response.

<https://www.facebook.com/CDC/videos/194475698369214/>

<https://www.facebook.com/CDC/videos/478323929499981/>

<https://www.facebook.com/CDC/videos/2511952875736345/>

<https://www.facebook.com/CDC/videos/598859664179644/>

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

<image001.gif>Follow us on [Twitter](#)

<image002.gif>Join us on [Facebook](#)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Tuesday, February 4, 2020 8:43 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: Data for Good | CDC intros

Good morning, here is a little additional context on what we are doing.

Recent article:

<https://www.google.com/amp/s/www.washingtonpost.com/technology/2020/01/30/facebook-coronavirus-fakes/%3foutputType=amp>

### **FB coronavirus narrative**

Facebook is taking a three pronged approach to the global response for the coronavirus:

**Limit misinformation and other harmful content on our platforms.** Our third-party fact-checkers have been rating information on this topic as false, including the [AP](#), [PolitiFact](#), [AFP](#) [Hong Kong](#), [Rappler IQ](#) in the Philippines. As a result, we show people who come across that false content accurate information from our fact-checking partners and strong warning labels. We also send notifications to people who already shared this content alerting them that it's been fact checked.

**Provide accurate and helpful information on our platforms from partners.** Partners are already using our platforms to share accurate information about the situation, including on Pages. We have also provided ad credits to the World Health Organization and the Philippines' Department of Health to enable them to run coronavirus education campaigns on Facebook in-region, which we will continue to do. We're continuing to explore additional steps we can take, including dedicated information modules on relevant search queries and improved search ranking.

**Empower partners with data tools.** We're sharing aggregated mobility data and high resolution population density maps with various partners (e.g., National Tsinghua University (Taiwan); Harvard School of Public Health) to help inform forecasting models for the spread of the virus as part of our broader Data for Good program. We're exploring doing this with a broader set of partners (e.g., WHO, US CDC) and also helping partners understand how people are talking about the issue online through tools like Crowdtangle to inform their efforts.

Best,

Payton

Sent from my iPhone

On Feb 3, 2020, at 5:12 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Lets stick with 9:30 and make it easy.

I'll send an appt.

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, February 3, 2020 5:12 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

I understand. I also have 10 am if that helps?

Best,

Payton

Sent from my iPhone

On Feb 3, 2020, at 5:09 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

I can make 9:30am work but after I sent the note to you, something else just popped up. 10:30 would be better if possible. If not, lets stick with 9:30.

Thanks!

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, February 3, 2020 5:07 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Great,

Let's connect in the morning. How about 9:30 am EST?

Best,

Payton

Sent from my iPhone

On Feb 3, 2020, at 5:05 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Payton – Ian and others passed this on to me as the Digital Lead for CDC. We would love to talk about how FB can support the coronavirus response. Ian and others are so busy, I don't have much of an update if you two talked.

But, Jay Dempsey, our social lead, and I would love to talk. I'm free morning or early afternoon (EST) tomorrow or most of the day on Wednesday.

We are starting to get more social media developed and expand our web offerings for the public.

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, February 3, 2020 3:25 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Hi Ian,

Just checking in to see how you are doing. Please see below...

Best,

Payton

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Tuesday, January 28, 2020 at 9:47 AM  
**To:** "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Good morning Ian,

If there is any messaging or task force set up/developing that has a pillar for public messaging, we would like to be involved sooner than later. Currently we are standing by for any guidance or requests.

Best of luck today, I can only imagine everyone is very busy!

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 1:06 PM, Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)> wrote:

Trying to call now..

Sent from my Verizon, Samsung Galaxy smartphone  
Get [Outlook for Android](#)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, January 27, 2020 1:03:51 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

We are on the line.

If you can't get through, you can call me at 202-770-8206.

Best,

Payton

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Monday, January 27, 2020 at 12:14 PM

**To:** "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>

**Cc:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>, Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>, Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>

**Subject:** Re: Data for Good | CDC intros

Good afternoon,

Here is the dial-in and code for the 1 pm phone call today:

+1-408-740-7256,,,945941775#

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 12:11 PM, Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)> wrote:

Think I can make it at 1pm. You have a call in #? Sorry, things are very much ramping up here..

Ian

**From:** Williams, Ian (CDC/DDID/NCEZID/DFWED)

**Sent:** Monday, January 27, 2020 11:09 AM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>

**Subject:** RE: Data for Good | CDC intros

Not sure. Heading into a meeting now. Will let you know as soon as I can

Ian

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Monday, January 27, 2020 10:09 AM

**To:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>

**Subject:** Re: Data for Good | CDC intros

Hi Ian,

Are you available at 1 pm EST today for a phone call?

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 10:00 AM, Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)> wrote:

Hey Ian -

Sorry for the multiple responses this morning. Payton and I are available to chat briefly over the phone today to better understand how we might be able to help. Do you happen to be available at 1:30pm EST today or 3:30pm EST tomorrow to discuss?

Please let us know and thanks,  
Laura

**From:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>  
**Sent:** Monday, January 27, 2020 9:03 AM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>  
**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** Re: Data for Good | CDC intros

Thanks Ian and nice to eemeet you! Looping our colleague Payton who handles all requests from the US federal government. She can help facilitate here.

Thanks and best wishes,

Laura

Get [Outlook for iOS](#)

**From:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Sent:** Sunday, January 26, 2020 8:53 PM  
**To:** Emily Turner; Alex Pompe; Laura McGorman  
**Subject:** RE: Data for Good | CDC intros

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Ian

Ian Williams, PhD, MS  
Chief, Outbreak Response and Prevention Branch  
Division of Foodborne, Waterborne and Environmental Diseases  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention

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**Sent:** Sunday, January 26, 2020 8:33 PM

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Best wishes,  
Emily

**Emily Turner, PhD MScPH**



V +1.206.770.1622

E [emily.turner@gatesfoundation.org](mailto:emily.turner@gatesfoundation.org)

Bill & Melinda Gates Foundation

[www.gatesfoundation.org](http://www.gatesfoundation.org)

**From:** Payton Itheme  
**Sent:** Tue, 4 Feb 2020 15:25:50 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC)  
**Subject:** Re: Data for Good | CDC intros  
**Attachments:** image001.gif, image002.gif

Yes, please send me links to you IG content as well please.

Sent from my iPhone

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Also, below are some of our recent nCoV FAQ Facebook posts that we'd love to see boosted if possible. Forgot to ask on the phone, but would any assist in boosted posts extend to our Instagram content as well? Thanks again for your help. Please let us know if you need anything from us as we move forward in the response.

<https://www.facebook.com/CDC/videos/194475698369214/>

<https://www.facebook.com/CDC/videos/478323929499981/>

<https://www.facebook.com/CDC/videos/2511952875736345/>

<https://www.facebook.com/CDC/videos/598859664179644/>

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

<<image001.gif>> Follow us on [Twitter](#)

<<image002.gif>> Join us on [Facebook](#)

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Subject: Re: Data for Good | CDC intros

Good morning, here is a little additional context on what we are doing.

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<https://www.google.com/amp/s/www.washingtonpost.com/technology/2020/01/30/facebook-coronavirus-fakes/%3foutputType=amp>

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Facebook is taking a three pronged approach to the global response for the coronavirus:

**Limit misinformation and other harmful content on our platforms.** Our third-party fact-checkers have been rating information on this topic as false, including the [AP](#), [PolitiFact](#), [AFP Hong Kong](#), [Rappler IQ in the Philippines](#). As a result, we show people who come across that false content accurate information from our fact-checking partners and strong warning labels. We also send notifications to people who already shared this content alerting them that it's been fact checked.

**Provide accurate and helpful information on our platforms from partners.** Partners are already using our platforms to share accurate information about the situation, including on Pages. We have also provided ad credits to the World Health Organization and the Philippines' Department of Health to enable them to run coronavirus education campaigns on Facebook in-region, which we will continue to do. We're continuing to explore additional steps we can take, including dedicated information modules on relevant search queries and improved search ranking.

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Best,

Payton

Sent from my iPhone

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We are starting to get more social media developed and expand our web offerings for the public.

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, February 3, 2020 3:25 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Hi Ian,

Just checking in to see how you are doing. Please see below...

Best,

Payton

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Good morning Ian,

If there is any messaging or task force set up/developing that has a pillar for public messaging, we would like to be involved sooner than later. Currently we are standing by for any guidance or requests.

Best of luck today, I can only imagine everyone is very busy!

Best,

Payton

Sent from my iPhone

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Trying to call now..

Sent from my Verizon, Samsung Galaxy smartphone  
Get [Outlook for Android](#)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, January 27, 2020 1:03:51 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

We are on the line.

If you can't get through, you can call me at 202-770-8206.

Best,

Payton

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Date:** Monday, January 27, 2020 at 12:14 PM  
**To:** "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Cc:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>, Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>, Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Subject:** Re: Data for Good | CDC intros

Good afternoon,

Here is the dial-in and code for the 1 pm phone call today:

[+1-408-740-7256,,,945941775#](tel:+14087407256,,,945941775#)

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 12:11 PM, Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)> wrote:

Think I can make it at 1pm. You have a call in #? Sorry, things are very much ramping up here..

Ian

**From:** Williams, Ian (CDC/DDID/NCEZID/DFWED)  
**Sent:** Monday, January 27, 2020 11:09 AM  
**To:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Subject:** RE: Data for Good | CDC intros

Not sure. Heading into a meeting now. Will let you know as soon as I can

Ian

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Monday, January 27, 2020 10:09 AM  
**To:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Subject:** Re: Data for Good | CDC intros

Hi Ian,

Are you available at 1 pm EST today for a phone call?

Best,

Payton

Sent from my iPhone

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**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
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Thanks and best wishes,

Laura

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**Sent:** Sunday, January 26, 2020 8:53 PM  
**To:** Emily Turner; Alex Pompe; Laura McGorman  
**Subject:** RE: Data for Good | CDC intros

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Chief, Outbreak Response and Prevention Branch  
Division of Foodborne, Waterborne and Environmental Diseases  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention

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**Sent:** Sunday, January 26, 2020 8:33 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>;  
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I'll leave it to you all to manage the next steps, and will reach out separately if we have any updates or questions from the BMGF side. FYI, we have released a public statement describing our commitment to 2019-nCoV, available [here](#).



Best wishes,  
Emily

**Emily Turner, PhD MScPH**

Senior Director, Global Health Programs  
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**E** [emily.turner@gatesfoundation.org](mailto:emily.turner@gatesfoundation.org)

Bill & Melinda Gates Foundation

[www.gatesfoundation.org](http://www.gatesfoundation.org)

**From:** Payton Iheme  
**Sent:** Wed, 5 Feb 2020 14:57:39 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Layton, Kathleen (CDC/OD/OADC)  
**Subject:** Re: Data for Good | CDC intros

Yes, and of course!

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, February 5, 2020 at 9:56 AM  
**To:** Payton Iheme <payton@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Cc:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Subject:** RE: Data for Good | CDC intros

I see the looking for coronavirus box has been added since yesterday – thank you so much!

We very much appreciate your assistance!

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Tuesday, February 4, 2020 7:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Subject:** Re: Data for Good | CDC intros

Good evening,

We will have an update for you in the next hour or so.

More to follow soon.

Best,

Payton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Tuesday, February 4, 2020 at 10:11 AM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Layton, Kathleen (CDC/OD/OADC)"

<KYU6@cdc.gov>

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Social Media Team Lead, Digital Media Branch, Division of Public Affairs  
Office of the Associate Director for Communication,  
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Office: 404-498-2437

Mobile: 404-910-8478

Follow us on [Twitter](#)

 Join us on [Facebook](#)

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Cell: 678-920-0578

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**Date:** Monday, January 27, 2020 at 12:14 PM  
**To:** "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Cc:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>, Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>, Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Subject:** Re: Data for Good | CDC intros

Good afternoon,

Here is the dial-in and code for the 1 pm phone call today:

[+1-408-740-7256,,,945941775#](tel:+14087407256,,,945941775#)

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 12:11 PM, Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)> wrote:

Think I can make it at 1pm. You have a call in #? Sorry, things are very much ramping up here..

Ian

**From:** Williams, Ian (CDC/DDID/NCEZID/DFWED)  
**Sent:** Monday, January 27, 2020 11:09 AM  
**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe

<[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>

**Subject:** RE: Data for Good | CDC intros

Not sure. Heading into a meeting now. Will let you know as soon as I can

Ian

**From:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Monday, January 27, 2020 10:09 AM

**To:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>

**Subject:** Re: Data for Good | CDC intros

Hi Ian,

Are you available at 1 pm EST today for a phone call?

Best,

Payton

Sent from my iPhone

On Jan 27, 2020, at 10:00 AM, Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)> wrote:

Hey Ian -

Sorry for the multiple responses this morning. Payton and I are available to chat briefly over the phone today to better understand how we might be able to help. Do you happen to be available at 1:30pm EST today or 3:30pm EST tomorrow to discuss?

Please let us know and thanks,

Laura

**From:** Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>

**Sent:** Monday, January 27, 2020 9:03 AM

**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>

**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** Re: Data for Good | CDC intros

Thanks Ian and nice to meet you! Looping our colleague Payton who handles all requests from the US federal government. She can help facilitate here.

Thanks and best wishes,

Laura



Get [Outlook for iOS](#)

**From:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>  
**Sent:** Sunday, January 26, 2020 8:53 PM  
**To:** Emily Turner; Alex Pompe; Laura McGorman  
**Subject:** RE: Data for Good | CDC intros

Alex and Laura,

This looks like it could be a very useful data source. I just got pulled into the 2019-nCoV response tonight to be one of the Deputy Incident Managers and will have my first look in the AM at where we are with CDC data systems for this response. Any additional info you can share about the FB Data for Good platform would be greatly appreciated. Thanks (and thanks to Emily for the connection).

Ian

Ian Williams, PhD, MS  
Chief, Outbreak Response and Prevention Branch  
Division of Foodborne, Waterborne and Environmental Diseases  
National Center for Emerging and Zoonotic Infectious Diseases  
Centers for Disease Control and Prevention

**From:** Emily Turner <[Emily.Turner@gatesfoundation.org](mailto:Emily.Turner@gatesfoundation.org)>  
**Sent:** Sunday, January 26, 2020 8:33 PM  
**To:** Williams, Ian (CDC/DDID/NCEZID/DFWED) <[iaw3@cdc.gov](mailto:iaw3@cdc.gov)>; Alex Pompe <[alexpompe@fb.com](mailto:alexpompe@fb.com)>;  
Laura McGorman <[lmcgorman@fb.com](mailto:lmcgorman@fb.com)>  
**Subject:** Data for Good | CDC intros

Dear Alex and Laura,

Thank you again for your support over the weekend, and for devoting so much compute time to those early mapping jobs.

By way of this email, I'd like to introduce you to Dr. Ian Williams, Branch Chief for Outbreak Response and Prevention at CDC. I have briefly described your capabilities at Data for Good, and it may be useful for you to communicate directly.

I'll leave it to you all to manage the next steps, and will reach out separately if we have any updates or questions from the BMGF side. FYI, we have released a public statement describing our commitment to 2019-nCoV, available [here](#).

Best wishes,  
Emily

**Emily Turner, PhD MScPH**

Senior Director, Data for Good  
Director, Data for Good  
Senior Director, Data for Good  
Senior Director, Data for Good

V +1.206.770.1622

E [emily.turner@gatesfoundation.org](mailto:emily.turner@gatesfoundation.org)

Bill & Melinda Gates Foundation

[www.gatesfoundation.org](http://www.gatesfoundation.org)

**From:** Stanley Onyimba  
**Sent:** Thu, 6 Feb 2020 12:00:15 -0800  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Mullins, Scott R. (CDC/OD/OADC) (CTR); Richman, Lisa M. (CDC/OD/OADC)  
**Subject:** Re: Did Google give you any answers to our questions?

Hi Fred,

Thank you for reaching out. Unfortunately, we are not able to directly provide assistance with this request as our honest results policy precludes us from providing direct support for public features outside pilot programs as not to unfairly benefit any partner. Although the government pilot period has ended, you can access a number of publicly available tools for troubleshooting including the [FAQ structured data guidelines](#), [structured data testing tool](#), and [Schema.org FAQ](#).

Also, if you make changes and updates to your page, you can also [request Google to recrawl your URLs](#) to (re)index your coronavirus outbreak pages. Hope this helps.

Best,  
Stanley

On Thu, Feb 6, 2020 at 11:19 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Hi Stanley

Any word on this? We're reluctant to deploy the new FAQ JSON object when there's a question on how it may affect our SERP

Fred

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Wednesday, February 5, 2020 4:07 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Cc:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Subject:** FW: Did Google give you any answers to our questions?

Hi Stanley,

My engineers had a question about the FAQ rich results testing we've been doing. Can you help us connect with the right person to get the answer to these questions?

Thanks

Fred

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Sent:** Wednesday, February 5, 2020 3:29 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Subject:** FW: Did Google give you any answers to our questions?

Brian describes the issue below.

We want to know if this will be a problem and if it will negatively impact the current Coronavirus FAQ.html pages SERP ranks in any way? Is it ok to publish the FAQ.html page with the JSON-LD in it?

Thanks,

Scott

**From:** Williamson, Brian (CDC/OD/OADC) (CTR) <[bwk8@cdc.gov](mailto:bwk8@cdc.gov)>  
**Sent:** Wednesday, February 5, 2020 3:24 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Subject:** RE: Did Google give you any answers to our questions?

We're seeing inconsistencies in the preview results feature in the rich results tester tool <https://search.google.com/test/rich-results>. Basically we can have two pages with the same json-ld, both will validate and are eligible for rich results, and the tool lists out the FAQs so it's able to parse the json-ld. One page will preview and show the rich faq results, the other page will not render the rich results. This is all using the code input, not url input because the changes aren't out live yet.

Specifically, when we add the novel coronavirus json-ld to a test page, it renders fine in preview. When I add the same json-ld to the actual noval coronavirus faq page the validation appears fine, but the preview doesn't render the faqs. If we remove the body content from this page and preview again the rich results faq renders fine.

I've also seen something interesting in a test page where it didn't render the faq rich results in preview, but when I replaced the word 'coronavirus' with 'influenza' it rendered. Other than that I haven't found any consistencies with it though as far as when it will and won't render the rich results in preview.

Test page preview:

 **This tool provides a preview of results in Google Search. Best viewed on mobile devices. [Learn more.](#)**

🔍 your site title here | support | answer

### Test Page 02

Centers for Disease Control and Prevention.  
CDC twenty four seven. Saving Lives  
Protecting People. Centers for Disease Control  
and Prevention. CDC twenty ...

- What is 2019 Novel Coronavirus?      ▼
- How does the virus spread?      ▼
- How can I help protect myself?      ▼

▼      Show more

Novel Coronavirus Preview (same json-ld):



o e



preview:d.100480d1-6a35-496



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**This tool provides a preview of results in Google Search. Best viewed on mobile devices. [Learn more.](#)**

🔍 Your title here

### 📄 [CDC - 2019-nCoV Frequently Asked Questions and Answers](#)

Disease Basics: Q: What is 2019 Novel Coronavirus? A: The 2019 Novel Coronavirus or 2019-nCoV is a new respiratory virus first identified in Wuhan, Hubei...

**Chamblee, Georgia** - Chase County, GA, population, use precise location - [Learn more](#)

Sign in

Settings Help Feedback

Privacy Terms



**Sent:** Sat, 7 Mar 2020 20:05:05 +0000  
**To:** Payton Iheme  
**Subject:** RE: Example messaging

I am not sure but don't think we are. From

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Saturday, March 7, 2020 2:58 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Example messaging

Thank you.

Are you recommending people do flu shots or updates ?  
Just asking as people have been asking and we are curious ?

Sent from my iPhone

On Mar 7, 2020, at 2:43 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Payton – below are examples of the type of action messaging we will be pushing out – may not be these exact words in our final posts. We also have a page up now but work is going on to make it more a more consumer friendly version: <https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html> - it has the key messages throughout the page.

People aged 65 and older appear to be twice as likely to have serious COVID-19 illness. If you or those you care for are at higher risk and live in an area with ongoing community spread of COVID-19, you should:

- Stay at home as much as possible
- Keep away from others who are sick
- Limit close contact with others
- Wash your hands often

Could you or loved ones be at increased risk of COVID-19 infection? Adults 65 years and older and those with severe chronic medical conditions like heart, lung, or kidney disease seem to be at higher risk for more serious COVID-19 illness. Learn how to be prepared if COVID-19 starts spreading in your community: [new web page](#)



If you are over 65 years or have a severe chronic medical condition, prepare for the possibility of a COVID-19 outbreak in your community. Make sure you have several weeks of medications and household supplies in case you need to stay home for a long time.

Caregivers: Be aware that older adults and people who have severe chronic medical conditions like heart, lung, or kidney disease seem to be at higher risk for more serious COVID-19 illness. Learn about actions you can take to help protect their health and reduce their risk of COVID-19 infection: xxx

Caregivers in case of a COVID19 outbreak in your community:

- Know what medications your loved one is taking and see if you can help them have extra on hand.
- Monitor food and other medical supplies (oxygen, incontinence, dialysis, wound care) needed and create a back-up plan.
- Stock up on non-perishable food items to have on hand in your home to minimize trips to stores.
- If you care for a loved one living in a care facility, monitor the situation, ask about the health of the other residents frequently and know the protocol if there is an outbreak

**From:** Airton Tatoug Kamdem  
**Sent:** Thu, 23 Jul 2020 16:55:12 +0000  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD); Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Julia Eisman; Annie Lewis; Payton IHEME; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Facebook Ad Metrics/Measurement

Thank you Laura,

I'll confirm once we're all set on our end, just a heads up that this may take up to tomorrow/Friday with some of our teams being overseas. You should be okay to import the ads and set campaign structures in the meantime.

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Thursday, July 23, 2020 at 11:33 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton IHEME <payton@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Facebook Ad Metrics/Measurement

Hi Airton,

I updated the business name and address in the new ad account. Let me know if you have all that you need from our end. And just a head's up will be importing some of our ads over to the new account later this afternoon.

Thanks!

Laura

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Wednesday, July 22, 2020 5:54 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton IHEME <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Facebook Ad Metrics/Measurement

Hi Team,

Just wanted to provide an update here. If possible would you mind completing the information in the [Account Settings](#) section of the new account (business name, address etc)? We'll need these filled out to proceed on our end. Please do *not* enter any payment method in the new ad account.

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Date:** Monday, July 20, 2020 at 10:17 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Facebook Ad Metrics/Measurement

Hi Airton,

Thank you for the recommendations and resources on measurement and benchmarks; they have been very helpful so far!

I also wanted to let you know we established a new ad account this morning. Here are the details:

COVID-19 2

ID: 3681192045240708

There are currently a few Hot Spot ads running this week through July 23, 1PM EST. If possible, I would like to switch to the new ad account after these ads conclude and before I set up new ads. Let me know if that timing will work on your end.

Thanks!

Laura

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, July 15, 2020 11:31 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Subject:** Re: Facebook Ad Metrics/Measurement

Hi Team,

It was great to connect yesterday, here are some follow up items:

## Backup Payment Method

You can create a new ad account from the same business manager (CDC Social Media) through instructions [here](#) and share the new ad account ID with us. There are a few additional steps we will need to set up on our side to establish the back-up payment method before you can start running media, so we should bake in about 4-5 days to get that through.

## Ad Metrics

Looking at metrics directly tied to your objective, and how efficiently you were able to reach these metrics could help you understand how well an ad set or campaign is performing. For example, you might consider evaluating:

- Reach, cost per 1000 people reached, frequency, 3-second video plays, cost per 3-second video plays, link Clicks, cost per click.

When trying to establish benchmarks, it may be helpful to evaluate some of these metrics based on your overall objectives and the different ways you're segmenting your campaigns.

- By objective: having uniformed benchmarks across your selected objective (reach) could be helpful to start.
- By creative format: you might consider how similar ad units are performing against each other (Videos, Static, Carousel etc)
- By audience: you might consider how similar audiences are performing against themselves and each other (senior citizens, caregivers etc)
- By Message: you might consider how different key messages are performing (face covering, travel etc.)

Please let us know if this is helps.

Thank you,  
*-Airton*

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

**Date:** Monday, July 13, 2020 at 11:00 AM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>

**Subject:** RE: Facebook Ad Metrics/Measurement

Thanks Airton- The Tuesday, 7/14 4p ET spot works on our end.

As background, what we are hoping to discuss: Julia presented Carol some options about payment. Of those 3 options, the only one that seems like it will work on our end is "Option 1" because of limitations around using gov credit cards. "Option 1" is a new ad account to be established and Facebook would transfer the remaining COVID-19 ad credits into that account.

Our question is whether the campaign metrics data on the current COVID-19 ad account can be imported or transferred to the new ad account. Julia mentioned there were metrics and optimization considerations with "Option 1," and it would be helpful to know what exactly would go away or change with a new account being established. If Facebook cannot migrate our current campaign data into the new account, then we would need to extract all of that data from the ad acct and set up some manual tracking system so that we can continue to collect impact and performance metrics across the campaigns and after account transfer. We're wondering what is possible.

Thanks again!


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

Teleworking

Mobile: 404-910-8478

Follow us on [Twitter](#)

 Join us on [Facebook](#)

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Friday, July 10, 2020 1:17 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** Facebook Ad Metrics/Measurement

Hi CDC team,

Hope you've had a great week, we're reaching out because Payton mentioned that you may be interested in learning more about Facebook ad metrics and measurement for upcoming campaigns. I've included some open times on our end below to discuss next week if helpful but please let us know what thoughts/questions the team already has in mind about ad metrics & measurement.

Tuesday 7/14: 4p - 5p ET

Wednesday 7/15: 10a & 4:30p

Thursday 7/16: 10:30a & 2p

Enjoy the weekend,

Airton | Government

**FACEBOOK**

**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 20 Jul 2020 21:25:35 +0000  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD);Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Julia Eisman;Annie Lewis;Payton Itheme;Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Facebook Ad Metrics/Measurement

Hi Laura,

Hope you had a great weekend, thank you for the update. We'll kick off the transfer process on our end as well, this typically can take up to 3-5 days so we should be able to complete in time for the 7/23 launch. So far we've transferred most credits to the new ad account while leaving some in the old/current ad account to give you some room to transition without having to pause media. We'd recommend updating the account spending limit in the old/current active account so you don't accidentally exceed the coupon value – exceeding the coupon value could lead to the backup payment method getting charged. If possible, please give us a heads up once you're set in the new ad account so we can make sure you're good to go.

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
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**Sent:** Wednesday, July 15, 2020 11:31 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>  
**Subject:** Re: Facebook Ad Metrics/Measurement

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- By audience: you might consider how similar audiences are performing against themselves and each other (senior citizens, caregivers etc)
- By Message: you might consider how different key messages are performing (face covering, travel etc.)

Please let us know if this is helps.



Thank you,  
-Airton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Monday, July 13, 2020 at 11:00 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Subject:** RE: Facebook Ad Metrics/Measurement

Thanks Airton- The Tuesday, 7/14 4p ET spot works on our end.

As background, what we are hoping to discuss: Julia presented Carol some options about payment. Of those 3 options, the only one that seems like it will work on our end is "Option 1" because of limitations around using gov credit cards. "Option 1" is a new ad account to be established and Facebook would transfer the remaining COVID-19 ad credits into that account.

Our question is whether the campaign metrics data on the current COVID-19 ad account can be imported or transferred to the new ad account. Julia mentioned there were metrics and optimization considerations with "Option 1," and it would be helpful to know what exactly would go away or change with a new account being established. If Facebook cannot migrate our current campaign data into the new account, then we would need to extract all of that data from the ad acct and set up some manual tracking system so that we can continue to collect impact and performance metrics across the campaigns and after account transfer. We're wondering what is possible.

Thanks again!

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

Teleworking  
Mobile: 404-910-8478  
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Join us on [Facebook](#)

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Friday, July 10, 2020 1:17 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>  
**Subject:** Facebook Ad Metrics/Measurement

Hi CDC team,

Hope you've had a great week, we're reaching out because Payton mentioned that you may be interested in learning more about Facebook ad metrics and measurement for upcoming campaigns. I've included some open times on our end below to discuss next week if helpful but please let us know what thoughts/questions the team already has in mind about ad metrics & measurement.

Tuesday 7/14: 4p - 5p ET

Wednesday 7/15: 10a & 4:30p

Thursday 7/16: 10:30a & 2p

Enjoy the weekend,

Airtion | Government

**FACEBOOK**

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Tue, 28 Jul 2020 14:07:43 +0000  
**To:** Airton Tatoug Kamdem; Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Julia Eisman; Annie Lewis; Payton Itheme; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Facebook Ad Metrics/Measurement

Hi Airton, thank you for clarifying my questions on deactivation. Just want to confirm that I have turned off all ads in the old account and removed the credit card from the payment methods. I am *not* going to deactivate the account however until I've exported all the performance records we may need.

Thank you!

Laura

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Monday, July 27, 2020 8:07 AM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Facebook Ad Metrics/Measurement

Good morning Laura,

Hope you enjoyed the weekend, great to hear you were able to launch media in the new account.

If/when the old account is deactivated, you will *no longer* be able to go back into the account to review or export old performance.

Because of this you might consider exporting any/all performance you think you'll need prior to deactivating, or if you're not quite there, you can verify that all media in the old account is off, and remove any billing methods to eliminate the possibility of accidental launches, keeping the old account active until you're ready to deactivate. Hope this helps.

Best,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Friday, July 24, 2020 at 2:55 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Cc:** Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Facebook Ad Metrics/Measurement

Hi Airton,

I wanted to follow up on our migration yesterday. The original COVID-19 ad account no longer has any active or scheduled ads. And the new COVID-19 2 ad account is now running our current Hot Spot Ads.

Before we transition, can you just confirm 2 things for me - when the old ad acct is deactivated, we will still have the option to go into the account in case we need to export old ad campaigns and run ad reports based on previous performance, correct?

Once you confirm the above, then I think we are ready to make the transition and deactivate the old account. Let me know what the next steps should be.

Thanks, and I hope you have a great weekend!

Laura

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Thursday, July 23, 2020 3:27 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook Ad Metrics/Measurement

Thank you Laura,

The old account is *not* currently deactivated, we'll send over instructions on how to deactivate the old ad account once the transition is complete. We will also transfer any remaining credits from the old account to the new one as you launch.

Thank you,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Date:** Thursday, July 23, 2020 at 2:45 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Facebook Ad Metrics/Measurement

Hi Airton, thanks for the update.

Is the old ad account now deactivated or do I need to do something to deactivate or archive it? Are all the credits from the old account now moved over to the new COVID-19 2 acct? I can see we have \$268,361.31 available balance in the new ad account.

Thanks for all your help during this transition!

Laura

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Thursday, July 23, 2020 1:15 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Facebook Ad Metrics/Measurement

Hi Laura,

Confirming that you should now be good to go in the new ad account.  
If you run into issues as you launch, please let us know.

Best,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Date:** Thursday, July 23, 2020 at 11:33 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Facebook Ad Metrics/Measurement

Hi Airton,

I updated the business name and address in the new ad account. Let me know if you have all that you need from our end. And just a head's up will be importing some of our ads over to the new account later this afternoon.

Thanks!

Laura

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, July 22, 2020 5:54 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC)

<ifb5@cdc.gov>

**Cc:** Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Subject:** Re: Facebook Ad Metrics/Measurement

Hi Team,

Just wanted to provide an update here. If possible would you mind completing the information in the [Account Settings](#) section of the new account (business name, address etc)? We'll need these filled out to proceed on our end. Please do *not* enter any payment method in the new ad account.

Thank you,

-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>

**Date:** Monday, July 20, 2020 at 10:17 AM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Cc:** Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Subject:** RE: Facebook Ad Metrics/Measurement

Hi Airton,

Thank you for the recommendations and resources on measurement and benchmarks; they have been very helpful so far!

I also wanted to let you know we established a new ad account this morning. Here are the details:

COVID-19 2

ID: 3681192045240708

There are currently a few Hot Spot ads running this week through July 23, 1PM EST. If possible, I would like to switch to the new ad account after these ads conclude and before I set up new ads. Let me know if that timing will work on your end.

Thanks!

Laura

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Wednesday, July 15, 2020 11:31 AM

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

**Cc:** Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Leidner, Laura

(CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>

**Subject:** Re: Facebook Ad Metrics/Measurement

Hi Team,

It was great to connect yesterday, here are some follow up items:

### **Backup Payment Method**

You can create a new ad account from the same business manager (CDC Social Media) through instructions [here](#) and share the new ad account ID with us. There are a few additional steps we will need to set up on our side to establish the back-up payment method before you can start running media, so we should bake in about 4-5 days to get that through.

### **Ad Metrics**

Looking at metrics directly tied to your objective, and how efficiently you were able to reach these metrics could help you understand how well an ad set or campaign is performing. For example, you might consider evaluating:

- Reach, cost per 1000 people reached, frequency, 3-second video plays, cost per 3-second video plays, link Clicks, cost per click.

When trying to establish benchmarks, it may be helpful to evaluate some of these metrics based on your overall objectives and the different ways you're segmenting your campaigns.

- By objective: having uniformed benchmarks across your selected objective (reach) could be helpful to start.
- By creative format: you might consider how similar ad units are performing against each other (Videos, Static, Carousel etc)
- By audience: you might consider how similar audiences are performing against themselves and each other (senior citizens, caregivers etc)
- By Message: you might consider how different key messages are performing (face covering, travel etc.)

Please let us know if this is helps.

Thank you,  
*-Airtan*

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

**Date:** Monday, July 13, 2020 at 11:00 AM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>

**Subject:** RE: Facebook Ad Metrics/Measurement

Thanks Airton- The Tuesday, 7/14 4p ET spot works on our end.

As background, what we are hoping to discuss: Julia presented Carol some options about payment. Of those 3 options, the only one that seems like it will work on our end is "Option 1" because of limitations around using gov credit cards. "Option 1" is a new ad account to be established and Facebook would transfer the remaining COVID-19 ad credits into that account.

Our question is whether the campaign metrics data on the current COVID-19 ad account can be imported or transferred to the new ad account. Julia mentioned there were metrics and optimization considerations with "Option 1," and it would be helpful to know what exactly would go away or change with a new account being established. If Facebook cannot migrate our current campaign data into the new account, then we would need to extract all of that data from the ad acct and set up some manual tracking system so that we can continue to collect impact and performance metrics across the campaigns and after account transfer. We're wondering what is possible.

Thanks again!

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

Teleworking

Mobile: 404-910-8478

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**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Friday, July 10, 2020 1:17 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Leidner, Laura (CDC/DDPHSIS/CGH/OD) <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** Facebook Ad Metrics/Measurement



Hi CDC team,

Hope you've had a great week, we're reaching out because Payton mentioned that you may be interested in learning more about Facebook ad metrics and measurement for upcoming campaigns. I've included some open times on our end below to discuss next week if helpful but please let us know what thoughts/questions the team already has in mind about ad metrics & measurement.

Tuesday 7/14: 4p - 5p ET

Wednesday 7/15: 10a & 4:30p

Thursday 7/16: 10:30a & 2p

Enjoy the weekend,

Airton | Government

**FACEBOOK**

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Fri, 10 Apr 2020 14:57:56 +0000  
**To:** Annie Lewis; Payton Iheme; Darcey Kane Geary; Airton Tatoug Kamdem  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** RE: For Review: Religious Observance Travel Ads  
**Attachments:** 20\_315263-A\_Silver\_FB Square\_US\_V2.jpg, 20\_315263-A\_Silver\_FB Square\_US (1).jpg

Hey all,

Update...

(b)(5)

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Friday, April 10, 2020 7:04 AM  
**To:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** For Review: Religious Observance Travel Ads

Good morning Facebook team,

Happy Friday!

(b)(5)

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
Social Media Ad Manager

(b)(5)

(b)(5)

(b)(5)

(b)(5)

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Thu, 9 Apr 2020 14:17:46 +0000  
**To:** Airton Tatoug Kamdem; Annie Lewis; Payton Itheme; Darcey Kane Geary  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR); Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Airton,  
Great! Thank you for the quick response.  
This has been noted!

Happy Thursday!  
Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Thursday, April 09, 2020 10:08 AM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: For Review: Updated Ad Council Assets and Social Distance Ad

Hi Marie,

Thanks for reaching out on this, happy to help.

(b)(5)

Please let us know if you have any other questions.

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Date:** Thursday, April 9, 2020 at 7:25 AM  
**To:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)"

<obq0@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Good Morning Facebook team,

Following up on item number 2 from the below email. We are wondering if you have any feedback after review of the attached Social Distancing ad that we created from one of our assets.

Social Distancing ad copy will:

- (b)(5)
- 
- 
- 

Thanks again for all of your work with us on item number 1 below and the Surgeon General videos. We really appreciate it.

Best,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
MBallman@cdc.gov  
770-488-5265

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

**Sent:** Friday, April 03, 2020 1:32 PM

**To:** Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Ballman, Marie R. (CDC/DDNID/NCCDPPH/OSH) <dof3@cdc.gov>

**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad

Hi Facebook team – I'm sharing two items for your review.

1. A link to the updated Ad Council "High Risk" ad assets that we will plan to use part of the ad credits on in the coming weeks. See spreadsheet with ad copy/links, also included in the link.
2. Copy for a Social Distancing ad that we created from one of our assets. (video file attached).

Looking forward to hearing your feedback! Also, (b)(5)

(b)(5)

Finally, I'm looping in Marie Ballman, who is coming on board to help us with managing the ads process.



**Updated Ad Council Assets:** <https://centersfordiseasecontrol.sharefile.com/d-sb812caa07c047639>

Social Distancing ad copy:

(b)(5)

Thanks!


Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

TELEWORKING

Mobile: 404-910-8478

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**Sent:** Thu, 9 Apr 2020 11:12:40 +0000  
**To:** Annie Lewis;Payton Iheme;Darcey Kane Geary;Airton Tatoug Kamdem  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** 20\_316285-A\_Newman\_COVID-19\_Facebook\_ad\_Social\_Distancing\_12s.mp4

Hey Facebook,

Following up on item number 2 from the below email. We are wondering if you had a feedback after review of the attached Social Distancing ad that we created from one of our assets.

Social Distancing ad copy:

- (b)(5)
- 
- 
- 

Thanks again for all of your work with us on item number 1 below and the Surgeon General videos.

Best,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Sent:** Friday, April 03, 2020 1:32 PM  
**To:** Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>  
**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad

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2. Copy for a Social Distancing ad that we created from one of our assets. (video file attached).

Looking forward to hearing your feedback! Also, (b)(5)

(b)(5)

Finally, I'm looping in Marie Ballman, who is coming on board to help us with managing the ads process.

**Updated Ad Council Assets:** <https://centersfordiseasecontrol.sharefile.com/d-sb812caa07c047639>

(b)(5)



Thanks!

Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

TELEWORKING

Mobile: 404-910-8478

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**From:** Airton Tatoug Kamdem  
**Sent:** Thu, 9 Apr 2020 14:08:16 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Payton Iheme;Darcey Kane Geary  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: For Review: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** 20\_316285-A\_Newman\_COVID-19\_Facebook\_ad\_Social\_Distancing\_12s[8].mp4

Hi Marie,

Thanks for reaching out on this, happy to help.

(b)(5)

Please let us know if you have any other questions.

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Thursday, April 9, 2020 at 7:25 AM  
**To:** Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Good Morning Facebook team,

Following up on item number 2 from the below email. We are wondering if you have any feedback after review of the attached Social Distancing ad that we created from one of our assets.

Social Distancing ad copy will:

- (b)(5)

- 

- 

- 

Thanks again for all of your work with us on item number 1 below and the Surgeon General videos. We really appreciate it.

Best,

Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Sent:** Friday, April 03, 2020 1:32 PM  
**To:** Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>  
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Finally, I'm looping in Marie Ballman, who is coming on board to help us with managing the ads process.

**Updated Ad Council Assets:** <https://centersfordiseasecontrol.sharefile.com/d-sb812caa07c047639>

Social Distancing ad copy:

(b)(5)

Thanks!


Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

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**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Thu, 9 Apr 2020 11:23:35 +0000  
**To:** Annie Lewis; Payton Itheme; Darcey Kane Geary; Airton Tatoug Kamdem  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR); Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** 20\_316285-A\_Newman\_COVID-19\_Facebook\_ad\_Social\_Distancing\_12s.mp4

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Atlanta, GA

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**Sent:** Thu, 9 Apr 2020 11:17:10 +0000  
**To:** Annie Lewis;Payton Iheme;Darcey Kane Geary;Airton Tatoug Kamdem  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad  
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Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

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**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 3 Apr 2020 19:19:42 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC);Annie Lewis;Payton Itheme;Darcey Kane Geary  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Subject:** Re: For Review: Updated Ad Council Assets and Social Distance Ad

Thanks Jay,

(b)(5)

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Friday, April 3, 2020 at 1:32 PM  
**To:** Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
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(b)(5)

Thanks!


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Centers for Disease Control and Prevention  
Atlanta, GA

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**From:** Hood, Emily (CDC/OD/OADC) (CTR)  
**Sent:** Mon, 6 Apr 2020 17:04:14 +0000  
**To:** Airton Tatoug Kamdem;Annie Lewis;Payton Iheme;Darcey Kane Geary  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPPH/OSH);Dempsey, Jay H.  
(CDC/OD/OADC)  
**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Great thank you!! They're active on my end.

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Monday, April 6, 2020 12:52 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPPH/OSH) <dof3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: For Review: Updated Ad Council Assets and Social Distance Ad

Hi Emily – confirming that these ads are active and should start serving impressions shortly, let us know if you notice otherwise on your end.

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Monday, April 6, 2020 at 9:44 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>  
**Cc:** "Ballman, Marie R. (CDC/DDNID/NCCDPPH/OSH)" <dof3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Good Morning!

Thank you for all your help!! I see the errors have been resolved for the video campaigns, (b)(5)

(b)(5)

- (b)(5)
- 

Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309

**From:** Hood, Emily (CDC/OD/OADC) (CTR)  
**Sent:** Sunday, April 5, 2020 7:58 PM  
**To:** Airtou Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
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**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Thank you for your help!

(b)(5)

(b)(5)

Jay will touch base regarding the disclaimer and the Low Risk English Data Sets campaign.

Thanks,  
Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Sunday, April 5, 2020 5:39 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>  
**Subject:** Re: For Review: Updated Ad Council Assets and Social Distance Ad

Hi Jay,

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(b)(5)

Thank you,  
Airton | Government.  
**FACEBOOK**

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**Date:** Friday, April 3, 2020 at 1:32 PM  
**To:** Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>  
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Atlanta, GA

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**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 6 Apr 2020 14:16:08 +0000  
**To:** Hood, Emily (CDC/OD/OADC) (CTR);Annie Lewis;Payton Itheme;Darcey Kane Geary  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Dempsey, Jay H. (CDC/OD/OADC)  
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Good morning Emily,

(b)(5)

Best,  
Airton | Government  
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**Date:** Monday, April 6, 2020 at 9:44 AM  
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Centers for Disease Control and Prevention  
Atlanta, GA

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**From:** Stanley Onyimba  
**Sent:** Thu, 26 Mar 2020 18:10:50 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Jan Antonaros; Bonander, Jason (CDC/OCOO/OCIO); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: FW: Additional Follow-up from CDC call - Google Messages in Multiple Languages

tak skal du have (Thank you!)

We appreciate the quick turnaround.

On Thu, Mar 26, 2020 at 5:13 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Stanley and Jan

(b)(5)

Fred

**From:**

Hi Fred and Kat,

(b)(5)

Please see text from the vendor below:

(b)(5)

Thanks,

Eva

Good morning JIC and DCS

(b)(5)

Thanks

Fred

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Wednesday, March 25, 2020 8:56 PM

**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Subject:** Additional Follow-up from CDC call

This email contains confidential information

Hi CDC Team,

Thanks for the update on the self-checker traffic analysis. We have a few additional product updates and plans we'd like to share:

(b)(5)



Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)



**From:** Malik Ducard  
**Sent:** Thu, 12 Mar 2020 21:22:22 -0700  
**To:** Ashley V. N. Hayes  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Stanley Onyimba  
**Subject:** Re: FW: CDC/YouTube project  
**Attachments:** CDC placements.pdf

Hi Carol,

Thank you for the call earlier today! Attached are visuals of the placement of the CDC card and the Update video across mobile and desktop on YouTube.

Three other follow-ups from our call:

**YT influencers engagement with CDC expert**

- I've connected with the team and we'd love to figure out a path here - we think it can be helpful in getting the word out and helping to answer some questions the community has
- There are three potential paths:

(b)(5)

We're confident that our influencers would be very engaged here. Will circle back with more detail as we round this out more, but in the meantime, please let us know if there's a path that resonates with you.

**YT influencers youtube'ify some of the evergreen videos that the CDC has put out**

- We are thinking about how we can harness the YT influencer appeal and voice to help deliver the guidance and messaging in some of the CDC's content around Covid-19; for example - can we turn some of the tips into a creative song and video
- We'll keep you posted on how this progresses -we think it could be compelling

**Weekly Update**

- Thank you again for putting out this valuable content; when should we be ready for the next video to come in?

Thank you!

-M

On Thu, Mar 12, 2020 at 11:56 AM Ashley V. N. Hayes <[avnhayes@google.com](mailto:avnhayes@google.com)> wrote:  
Thanks, Carol--since we have a couple of folks joining from our side, I sent you a calendar invitation for 2:00pm PT / 5:00pm ET with options for a VC or telephone dial-in:

Join Hangouts Meet: <https://meet.google.com/osw-dtmz-duc>  
Join by phone: 11 929-324-9066 PIN: 995 212#

Please use whichever method works best for you.

Thanks,

Ashley

On Thu, Mar 12, 2020 at 11:48 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

I can do either. Here is cell or feel free to send appt. [678-920-0578](tel:678-920-0578)

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Thursday, March 12, 2020 2:34 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Ashley V. N. Hayes <[avnhayes@google.com](mailto:avnhayes@google.com)>  
**Subject:** Re: FW: CDC/YouTube project

Hi Carol - Yes, happy to provide more info - live call might be fastest. Are you available at 5 or 5:30pm EST today? I'll have a colleague from the team who works on this area join, as well.  
Thanks -Malik

On Thu, Mar 12, 2020 at 7:18 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Malik/Stanley We have over 2 million views on briefing room video, which is great. But it sounded to me when we started this project we were expecting millions more...did we change strategy? I still have yet to see how its is promoting on the site.

Can you provide more info or maybe have a few minute call?

**From:** Angela Courtin <[courtin@google.com](mailto:courtin@google.com)>  
**Sent:** Thursday, March 12, 2020 10:14 AM  
**To:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Cc:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>; Ashley V. N. Hayes <[avnhayes@google.com](mailto:avnhayes@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>; Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>  
**Subject:** Re: CDC/YouTube call regarding video style

Hi Ashley and Charlotte,

(b)(5) Happy to jump on with you and the team to walk through. I am also happy to have my team mock up a video for you so you can share with your production team if easier to templatize.

best,

angela

On Wed, Mar 11, 2020 at 3:59 PM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Thanks very much, Ashley. I've cc'ed Angela Courtin who leads our creative teams here who will be following up with you soon.

Thanks for the links to the materials and the videos.

All the best,

Malik

On Wed, Mar 11, 2020 at 2:42 PM Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)> wrote:

Hi Google team,

Great speaking with you today and (b)(5)  
Meantime, please find our COVID-19 communication resources [here](#).

Carol mentioned you might be interested in sharing some of our additional videos. We have two currently in the works: (b)(5)

(b)(5)

I also recommend the following:

- [What you need to know about handwashing](#)
- [COVID:19 What Older Adults Need to Know](#)

Please reach out to me if you have any questions or would like to discuss anything moving forward.

Thanks again for your support!

A

**Ashley Lansdale**

Public Affairs Specialist (ICF Contractor)

o. [404-718-5959](tel:404-718-5959); c. [813-240-0516](tel:813-240-0516)

**From:** Ashley V. N. Hayes <[avnhayes@google.com](mailto:avnhayes@google.com)>

**Sent:** Wednesday, March 11, 2020 11:01 AM

**To:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>

**Cc:** Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>; Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>

**Subject:** Re: CDC/YouTube call regarding video style

Hi Ashley L.,

Would your team be available to meet today at 10:00am PT or 11:00am PT?

Thanks,

Ashley

On Wed, Mar 11, 2020 at 7:24 AM Malik Ducard <[mducard@google.com](mailto:mducard@google.com)> wrote:

Great thanks. Ashley Hayes cced will help coordinate a time for us early today.

On Wed, Mar 11, 2020, 6:45 AM Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)> wrote:

Malik, we are very excited to talk with you. How soon can you talk today? Just let me know a couple of times that work best and I'll coordinate dial-in, etc.

Thanks!

A

**Ashley Lansdale**

Public Affairs Specialist (ICF Contractor)

o. [404-718-5959](tel:404-718-5959); c. [813-240-0516](tel:813-240-0516)

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Sent:** Wednesday, March 11, 2020 9:42 AM

**To:** [mducard@google.com](mailto:mducard@google.com); Lee Hadlow <[lhadlow@google.com](mailto:lhadlow@google.com)>; Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Chelsea Burkett <[cburkett@google.com](mailto:cburkett@google.com)>; Rupesh Doshi <[rupeshdoshi@google.com](mailto:rupeshdoshi@google.com)>

**Cc:** Duggan, Charlotte U. (CDC/OD/OADC) <[ctd3@cdc.gov](mailto:ctd3@cdc.gov)>; Lansdale, Ashley (CDC/OD/OADC) (CTR) <[ohz8@cdc.gov](mailto:ohz8@cdc.gov)>

**Subject:** CDC/YouTube call regarding video style

Malik – We'd like to take you up on your offer for a call later today or early tomorrow on the (b)(5) Charlotte and Ashley copied her are the primary people for the call so I'll let you all sort out a time.

Thank you for your ongoing help and support!

--



- Ashley Hayes
- Administrative Business Partner
- [avnhayes@google.com](mailto:avnhayes@google.com)
- [424-354-5983](tel:424-354-5983)

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**Angela Courtin** | YouTube Marketing | [310-795-2757](tel:310-795-2757) | [courtin@google.com](mailto:courtin@google.com)

--



- Ashley Hayes
- Administrative Business Partner
- [avnhayes@google.com](mailto:avnhayes@google.com)
- [424-354-5983](tel:424-354-5983)

(b)(5)

(b)(5)



**From:** Kunal Khanna  
**Sent:** Fri, 10 Jul 2020 10:08:13 -0400  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Cc:** Mason Hoffman;Beistle, Diane (CDC/DDNID/NCCDPHP/OSH);Sean Harrison;Danielle Perrella  
**Subject:** Re: FW: Disapproved ads (655)  
**Attachments:** image010.jpg, image011.png, image012.png, image013.png, image014.png, image015.png, image014.png

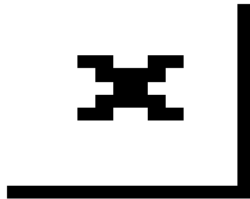
Love the image, made my Friday. Thanks for bringing some much needed Joy, Marie. Talk to you on Monday.

On Fri, Jul 10, 2020, 9:22 AM Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov> wrote:

Thank you Mason!

YAY! Happy Friday dance ya'll!

#TGIF #HappyFriYAY



**From:** Mason Hoffman <mjhoffman@google.com>  
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**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>  
**Cc:** Kunal Khanna <kunalkhanna@google.com>; Beistle, Diane (CDC/DDNID/NCCDPHP/OSH) <zgvl@cdc.gov>; Sean Harrison <seanharrison@google.com>; Danielle Perrella <dcbperrella@google.com>  
**Subject:** Re: FW: Disapproved ads (655)

Hi Marie,

Happy Friday!

Good news! There are no longer any disapproved ads in the account. Thanks again for your patience!



- **Mason Hoffman**
  - Public Health Account Manager
- Google for Government
- [mjhoffman@google.com](mailto:mjhoffman@google.com)

On Thu, Jul 9, 2020 at 3:40 PM Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov> wrote:

Mason,

Your email has turned my day around!

Thank you for the positive update. 😊

Cheers,

Marie

Marie Rachel (Carter) Ballman, MPH (she/her/hers)

Lead Health Communication Specialist

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

[770-488-5265](tel:770-488-5265)

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**Cc:** Kunal Khanna <[kunalkhanna@google.com](mailto:kunalkhanna@google.com)>; Beistle, Diane (CDC/DDNID/NCCDPHP/OSH) <[zgv1@cdc.gov](mailto:zgv1@cdc.gov)>; Sean Harrison <[scanharrison@google.com](mailto:scanharrison@google.com)>; Danielle Perrella <[dcbperrella@google.com](mailto:dcbperrella@google.com)>  
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Hi Marie,

Just checking in to let you know that I was able to wrangle a policy specialist who let me know that they were able to remove the labels on the ads that are triggering the disapprovals. In short,

(b)(5)



- **Mason Hoffman**
  - Public Health Account Manager
- Google for Government
- [mjhoffman@google.com](mailto:mjhoffman@google.com)

On Wed, Jul 8, 2020 at 2:41 PM Mason Hoffman <[mjhoffman@google.com](mailto:mjhoffman@google.com)> wrote:

Happy to help!

Fingers crossed for resolution soon!



- **Mason Hoffman**
  - Public Health Account Manager
- Google for Government
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Mason,

You rock! Thank you for the updates. We appreciate all you are doing on our behalf. We understand the COVID-19 workflow and workforce strains.

Cheers,

Marie

Marie Rachel (Carter) Ballman, MPH (she/her/hers)

Lead Health Communication Specialist

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

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**Cc:** Kunal Khanna <[kunalkhanna@google.com](mailto:kunalkhanna@google.com)>; Beistle, Diane (CDC/DDNID/NCCDPHP/OSH) <[zgv1@cdc.gov](mailto:zgv1@cdc.gov)>; Sean Harrison

<scanharrison@google.com>; Danielle Perrella <dcbperrrella@google.com>  
**Subject:** Re: FW: Disapproved ads (655)

Hi Marie,

Confirming that the account is already certified for:

- COVID 19 terms
- Addiction services terms
- Pharmaceutical terms

These disapprovals should be easily overturned manually, so we'll continue to push internally for resolution as soon as possible. Because of the pandemic, our normal workflows are under strain and we are navigating more limited resources.

Thanks for your patience.

Mason



- **Mason Hoffman**
  - Public Health Account Manager
- Google for Government
- [mjhoffman@google.com](mailto:mjhoffman@google.com)

On Wed, Jul 8, 2020 at 2:30 PM Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
<dof3@cdc.gov> wrote:

Kunal,

Thanks for the quick response and all that you and your team are doing for our campaign.

Cheers,

Marie

Marie Rachel (Carter) Ballman, MPH (she/her/hers)

Lead Health Communication Specialist

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

[770-488-5265](tel:770-488-5265)

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**Cc:** Mason Hoffman <[mjhoffman@google.com](mailto:mjhoffman@google.com)>; Beistle, Diane (CDC/DDNID/NCCDPHP/OSH) <[zgv1@cdc.gov](mailto:zgv1@cdc.gov)>; Sean Harrison <[seanharrison@google.com](mailto:seanharrison@google.com)>; Danielle Perrella <[dcbperrella@google.com](mailto:dcbperrella@google.com)>  
**Subject:** Re: FW: Disapproved ads (655)

Marie,

Gosh. Sorry to see our Search ads get impacted this way. Mason, I know you've been working with Policy, can you provide an update on why this may be happening and when can we get it overturned?

We'll certainly look into the certifications for your account and see if they're applied or not (similar to what we had done on the RX account). Stay tuned.

Thanks,

Kunal

Kunal Khanna | Public Health Lead, Google For Government | [kunalkhanna@google.com](mailto:kunalkhanna@google.com) | [347-899-6208](tel:347-899-6208)

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Kunal,

OH, NO! It looks like close to at least half of our Paid Search campaign is falling over. (I know you all are working on this internally and with PHM, and I thank you for that. 😊)

I still might be panicking on the inside. I think we really need to talk about a policy certificate for our Paid Search campaign account similar to what CDC Rx opioids prevention campaign has done. (Kunal, you and Roy talked about this with us previously.)

Cheers,

Marie

Marie Rachel (Carter) Ballman, MPH (she/her/hers)

Lead Health Communication Specialist

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

[770-488-5265](tel:770-488-5265)

**From:** Google Ads policy manager <[ads-account-noreply@google.com](mailto:ads-account-noreply@google.com)>  
**Sent:** Wednesday, July 08, 2020 2:03 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** Disapproved ads (655)

Campaigns (4) impacted by  
Google Ads policy

Google Ads

---

Your Customer ID: 373-430-1669

## Campaigns (4) impacted by Google Ads policy

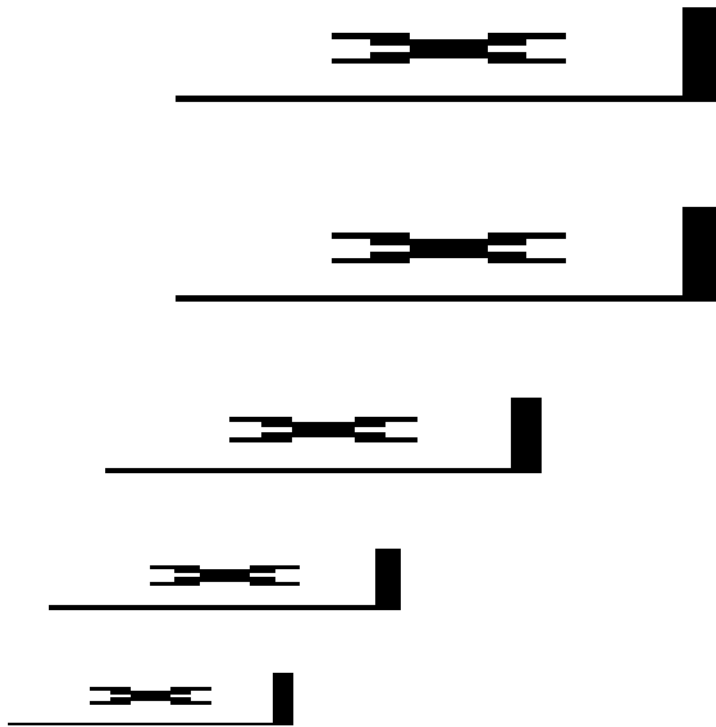
Summary for campaigns (4), ad groups (278)

 Disapproved

Ads (655)

Certificate  
required:  
Policy: \_\_\_\_\_ (655), \_\_\_\_\_ (655)





Details by campaign

Campaign: \_\_\_\_\_ [2078657502]

! Disapproved

Ads (166)

Policy \_\_\_\_\_  
:


Campaign: \_\_\_\_\_ [2078657505]

 Disapproved

## Ads (137)

Policy \_\_\_\_\_  
:

Campaign: \_\_\_\_\_ [9676195578]

 Disapproved

### Ads (151)

Policy \_\_\_\_\_

Campaign: \_\_\_\_\_ [9676195581]

 Disapproved

### Ads (201)

Policy \_\_\_\_\_

\_\_\_\_\_ by going to the Policy Manager. For each issue, you can do one of the following:

- Edit content to fix the issue (this automatically resubmits content for approval).
- For destination issues, first fix your destination, then hover over the ad's "Status" column and click **Request another review**.

Thank you,

The Google Ads Team

You've received this transactional email for informational purposes to update you about important changes to your \_\_\_\_\_.

In Google Ads, you can always select what types of \_\_\_\_\_ you want to receive.

This message was sent from a notification-only email address that doesn't accept incoming emails. If you have questions about our policies, please visit the \_\_\_\_\_.

DOIN' THE NAPPY DANCE



IT'S FRIDAY!!

e 1556

**View/Hide the policy issues**

**Page 1561**



**From:** Beistle, Diane (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Fri, 10 Jul 2020 15:18:34 +0000  
**To:** Kunal Khanna;Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Cc:** Mason Hoffman;Sean Harrison;Danielle Perrella  
**Subject:** Re: FW: Disapproved ads (655)

Thanks so much everyone!

Get [Outlook for iOS](#)

**From:** Kunal Khanna <kunalkhanna@google.com>

**Sent:** Friday, July 10, 2020 9:08:13 AM

**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>

**Cc:** Mason Hoffman <mjhoffman@google.com>; Beistle, Diane (CDC/DDNID/NCCDPHP/OSH) <zgv1@cdc.gov>; Sean Harrison <seanharrison@google.com>; Danielle Perrella <dcbperrella@google.com>

**Subject:** Re: FW: Disapproved ads (655)

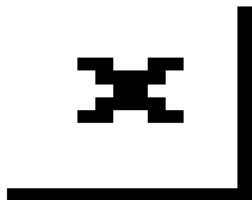
Love the image, made my Friday. Thanks for bringing some much needed Joy, Marie. Talk to you on Monday.

On Fri, Jul 10, 2020, 9:22 AM Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov> wrote:

Thank you Mason!

YAY! Happy Friday dance ya'll!

#TGIF #HappyFriYAY



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  - Public Health Account Manager
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Your email has turned my day around!

Thank you for the positive update. 😊

Cheers,

Marie



Marie Rachel (Carter) Ballman, MPH (she/her/hers)

Lead Health Communication Specialist

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Google for Government

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Kunal

Kunal Khanna | Public Health Lead, Google For Government | [kunalkhanna@google.com](mailto:kunalkhanna@google.com) | 347-899-6208

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**Subject:** Disapproved ads (655)

Campaigns (4) impacted by  
Google Ads policy

**Google Ads**

---

Your Customer ID: 373-430-1669

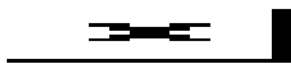
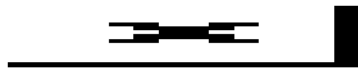
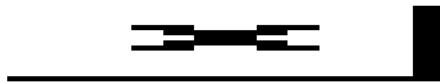
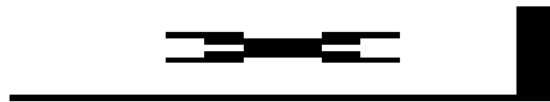
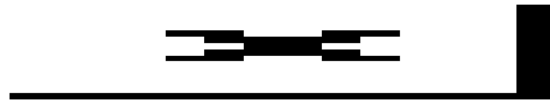
## Campaigns (4) impacted by Google Ads policy

Summary for campaigns (4), ad groups (278)

 Disapproved


Ads (655)

Certificate  
required:  
Policy: \_\_\_\_\_ (655), \_\_\_\_\_ (655)



Details by campaign


Campaign: \_\_\_\_\_ [2078657502]

 Disapproved

## Ads (166)

Policy \_\_\_\_\_  
:

Campaign: \_\_\_\_\_ [2078657505]


 Disapproved

## Ads (137)

Policy \_\_\_\_\_  
:




Campaign: \_\_\_\_\_ [9676195578]

 Disapproved

## Ads (151)

Policy \_\_\_\_\_  
:

Campaign: \_\_\_\_\_ [9676195581]

 Disapproved

## Ads (201)

Policy \_\_\_\_\_

:

\_\_\_\_\_ by going to the Policy Manager. For each issue, you can do one of the following:

- Edit content to fix the issue (this automatically resubmits content for approval).
- For destination issues, first fix your destination, then hover over the ad's "Status" column and click **Request another review**.

Thank you,

The Google Ads Team

You've received this transactional email for informational purposes to update you about important changes to your \_\_\_\_\_.

In Google Ads, you can always select what types of \_\_\_\_\_ you want to receive.

This message was sent from a notification-only email address that doesn't accept incoming emails. If you have questions about our policies, please visit the \_\_\_\_\_.

**From:** Stanley Onyimba  
**Sent:** Sat, 2 May 2020 09:12:19 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Jan Antonaros  
**Subject:** Re: FW: Google ask: Stress and Coping during COVID-19 Product Experience

Thanks, Carol!

(b)(5)

(b)(5)

On Sat, May 2, 2020 at 9:05 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

Thanks!

(b)(5)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 9:31 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

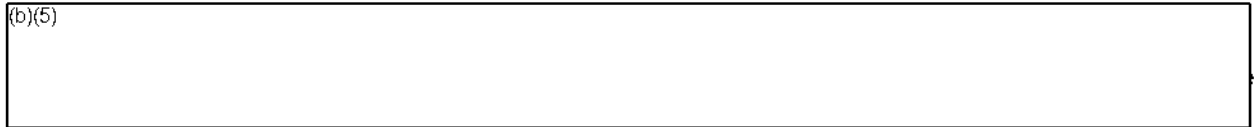
Hello Carol,

(b)(5)

(b)(5)



(b)(5)



Lastly, we'd like to make the content available in other languages starting with Spanish. Please let us know if the CDC is comfortable with following Spanish translation:

(b)(5)



Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Fri, May 1, 2020 at 6:19 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 11:32 AM

**To:** Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)>

**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[eocevent378@cdc.gov](mailto:eocevent378@cdc.gov)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Oops, hi Jan, I think our emails just crossed at the same time. 😊

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,

Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



Saving Lives.  
Protecting People.<sup>™</sup>  
[www.cdc.gov](http://www.cdc.gov)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 10:42 AM

**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC)



<cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>

**Sent:** Friday, May 1, 2020 8:09 AM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn,

Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>

**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,

Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, April 30, 2020 5:50 PM

**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)

**Cc:** Megan Ryskamp; Stanley Onyimba

**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Stanley Onyimba  
**Sent:** Thu, 19 Mar 2020 11:49:13 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO)  
**Subject:** Re: FW: Localized links in COVID searches on Google.com

Hi Fred,

The Norther Mariana Islands SOS Alert link already points to the COVID-19 link: <https://www.chcc.gov.mp/coronavirusinformation.php>

The display URL in the SOS alert is shortened as the UI doesn't allow for full/long URLs but links through to the correct page when clicked.

Thanks,  
Stanley

On Wed, Mar 18, 2020 at 5:12 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Stanley, can you make this URL change for CNMI?

And it's working for them now.

THanks

Fred

**From:** Subroto Banerji <[subroto.banerji@dph.gov.mp](mailto:subroto.banerji@dph.gov.mp)>  
**Sent:** Wednesday, March 18, 2020 8:04 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** CDC IMS State Coordination Task Force (SCTF) TF Coordinations TM <[cocsetftcoord@cdc.gov](mailto:cocsetftcoord@cdc.gov)>; Muña, Esther (CDC [dph.gov.mp](mailto:dph.gov.mp)) <[csther.muna@dph.gov.mp](mailto:csther.muna@dph.gov.mp)>; Guerrero, Janet (CDC [dph.gov.mp](mailto:dph.gov.mp)) <[janet.guerrero@dph.gov.mp](mailto:janet.guerrero@dph.gov.mp)>; Portia Tomokane <[portia.tomokane@dph.gov.mp](mailto:portia.tomokane@dph.gov.mp)>; Bel Busby <[bel.busby@chcc.gov.mp](mailto:bel.busby@chcc.gov.mp)>  
**Subject:** Re: Localized links in COVID searches on Google.com

Hey Fred - looks like it is resolved now..see bottom screenshot..however if possible to link to this site <https://www.chcc.gov.mp/coronavirusinformation.php>? which is within our main page...thanks



On Thu, Mar 19, 2020 at 7:33 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:  
Google says the link is triggering on their end.

If you could do it again and screen capture the whole screen, it will help them debug it.

Thanks

Fred

**From:** Subroto Banerji <[subroto.banerji@dph.gov.mp](mailto:subroto.banerji@dph.gov.mp)>  
**Sent:** Wednesday, March 18, 2020 4:51 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** CDC IMS State Coordination Task Force (SCTF) TF Coordinations TM <[eocsetftcoord@cdc.gov](mailto:eocsetftcoord@cdc.gov)>; Muña, Esther (CDC [dph.gov.mp](mailto:dph.gov.mp)) <[esther.muna@dph.gov.mp](mailto:esther.muna@dph.gov.mp)>; Guerrero, Janet (CDC [dph.gov.mp](mailto:dph.gov.mp)) <[janet.guerrero@dph.gov.mp](mailto:janet.guerrero@dph.gov.mp)>; Portia Tomokane <[portia.tomokanc@dph.gov.mp](mailto:portia.tomokanc@dph.gov.mp)>; Bel Busby <[bel.busby@chcc.gov.mp](mailto:bel.busby@chcc.gov.mp)>  
**Subject:** Re: Localized links in COVID searches on Google.com

Hafa adai and good morning Fred. Thanks for the update. Attached are screenshots from my goggle search ..doesn't seem to resolve like GA?

Thank you

V/r,

Subroto Banerji

Chief Operations Officer

Commonwealth Healthcare Corporation

Saipan, MP. 96950. USA

C: (670) 287-1758

E: [subroto.bancrji@dph.gov.mp](mailto:subroto.bancrji@dph.gov.mp)

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sent by handheld, apologies for typos

On Thu, Mar 19, 2020, 5:24 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Good afternoon,

I am checking with Google to verify that this feature was indeed implemented in CNMI. However, I wanted to share this screenshot of what it looks like in Georgia. If you see the first link in the Help and Information box, that would be a link to a local department of health in Saipan. The description on the call may not have been fully accurate. Please verify that you can or cannot see that link there.

Thanks

Fred Smith

**Technology Team Lead**  
Digital Media Branch

Division of Public Affairs (DPA)  
Office of the Associate Director for Communications (OADC)  
Centers for Disease Control and Prevention (CDC)  
404-498-2478  
Fax: 404-498-2221  
wfsmith@cdc.gov  
https://www.cdc.gov/

https://data.cdc.gov/

--

Thank you,

V/r,



**Subroto Banerji**

*Chief Operations Officer*

Commonwealth Healthcare Corporation

Saipan, MP. 96950. USA

C: (670) 287-1758

E: subroto.banerji@dph.gov.mp

LinkedIn

--

Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

**From:** Ashley Zlatinov  
**Sent:** Thu, 5 Mar 2020 07:18:41 -0800  
**To:** Ashley V. N. Hayes;Jan Antonaros  
**Cc:** Smith, Fred (CDC/OD/OADC);mducard@google.com;Nira Goren;Crawford, Carol Y. (CDC/OD/OADC);Rachel Madden;Karen DeSalvo;Lee Hadlow  
**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

-Jan Antonaros

Ashley | Head of Public Policy -- Google Health | [ashleykz@google.com](mailto:ashleykz@google.com) | 415-736-9202

On Wed, Mar 4, 2020 at 11:04 AM Ashley V. N. Hayes <[avnhaycs@google.com](mailto:avnhaycs@google.com)> wrote:  
Great, we're all set for 11:30am PT/ 2:30pm ET today.  
Dial in options are as follows:

HANGOUT: <https://meet.google.com/fzw-zzbz-egq>  
TELEPHONE: -1 912-712-4012 PIN: 497 090#

Thanks,

Ashley

On Wed, Mar 4, 2020 at 11:01 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

yes

**From:** Ashley V. N. Hayes <[avnhaycs@google.com](mailto:avnhaycs@google.com)>  
**Sent:** Wednesday, March 4, 2020 1:43 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** [mducard@google.com](mailto:mducard@google.com); Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Ashley Zlatinov <[ashleykz@google.com](mailto:ashleykz@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Rachel Madden <[rachelmadden@google.com](mailto:rachelmadden@google.com)>; Karen DeSalvo <[karcndcsalvo@google.com](mailto:karcndcsalvo@google.com)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>  
**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Hi Fred,

I'll send over an invitation with call details.

Will it just be you and Carol from your side?

Thanks,

Ashley

On Wed, Mar 4, 2020 at 10:40 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Great.

Send over the invitation and/or call info

Fred

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>

**Sent:** Wednesday, March 4, 2020 1:37 PM

**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>

**Cc:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Ashley Zlatinov <[ashleykz@google.com](mailto:ashleykz@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Rachel Madden <[rachelmadden@google.com](mailto:rachelmadden@google.com)>; Karen DeSalvo <[karendesalvo@google.com](mailto:karendesalvo@google.com)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Ashley V. N. Hayes <[avnhaycs@google.com](mailto:avnhaycs@google.com)>

**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Thanks, Fred. Let's do 2:30 ET.

On Wed, Mar 4, 2020 at 10:22 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Hi Malik,

We're trying to coordinate schedules over here. I'd really like Carol to be on the call today as she's been discussing this more with those making decisions. But we have all kinds of scheduling problems. Do any of these times work for you?

2:30-3:00 EST

Anytime between 6:30 and 9:00 EST

Fred

**From:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Sent:** Wednesday, March 4, 2020 1:14 PM  
**To:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Ashley Zlatinov <[ashleykz@google.com](mailto:ashleykz@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Rachel Madden <[rachelmadden@google.com](mailto:rachelmadden@google.com)>; Karen DeSalvo <[karendcsalvo@google.com](mailto:karendcsalvo@google.com)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Ashley V. N. Hayes <[avnhayes@google.com](mailto:avnhayes@google.com)>  
**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Hi Fred - good to meet you yesterday. Would you have time available to meet at 3:30pm est/12:30pm pst today to follow up on our discussion? We also wanted to share some additional info and thoughts with you. Thanks -Malik

On Tue, Mar 3, 2020 at 1:30 PM Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)> wrote:

Thank you - just sent, talk soon

On Tue, Mar 3, 2020 at 9:27 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Okay. Send the call in information.

Talk to you then

Fred

**From:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>  
**Sent:** Tuesday, March 3, 2020 4:25 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Ashley Zlatinov <[ashleykz@google.com](mailto:ashleykz@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Rachel Madden <[rachelmadden@google.com](mailto:rachelmadden@google.com)>; Karen DeSalvo <[karendesalvo@google.com](mailto:karendesalvo@google.com)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Great, thanks Fred. How does 5pm EST work for you?

On Tue, Mar 3, 2020 at 9:20 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Okay.

Go ahead and schedule a call for sometime today and I'll be on it for sure. We'll just have to see if Carol can make the call.

Thanks

Fred

**From:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>  
**Sent:** Tuesday, March 3, 2020 3:36 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Ashley Zlatinov <[ashleykz@google.com](mailto:ashleykz@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Rachel Madden <[rachelmadden@google.com](mailto:rachelmadden@google.com)>; Karen DeSalvo <[karendesalvo@google.com](mailto:karendesalvo@google.com)>; Lee Hadlow <[lhadow@google.com](mailto:lhadow@google.com)>; Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>  
**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Hi Fred,

Great, thank you. Will wait to hear back.

Best,

Nira

On Tue, Mar 3, 2020 at 8:33 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

4:15 EST, that is. Sorry. Give her about 45 more mins to respond

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Tuesday, March 3, 2020 3:33 PM  
**To:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>; Ashley Zlatinov <[ashleykz@google.com](mailto:ashleykz@google.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Rachel Madden <[rachelmadden@google.com](mailto:rachelmadden@google.com)>; Karen DeSalvo <[karendesalvo@google.com](mailto:karendesalvo@google.com)>  
**Subject:** RE: FW: response needed today on Coronavirus - Collaboration with YouTube

Hello Nira,

I'm available anytime over the next several hours. Waiting to hear from Carol on her availability today. If she's not able to respond by 4:15, go ahead and schedule a call and if she can't make it, I'll handle.

Fred

**From:** Nira Goren <[ngoren@google.com](mailto:ngoren@google.com)>  
**Sent:** Tuesday, March 3, 2020 3:21 PM  
**To:** Ashley Zlatinov <[ashleykz@google.com](mailto:ashleykz@google.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Rachel Madden <[rachelmadden@google.com](mailto:rachelmadden@google.com)>; Karen DeSalvo <[karendesalvo@google.com](mailto:karendesalvo@google.com)>; Smith, Fred

(CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Hi Carol,

Thank you for the quick reply. Are you available to do a call with me and YT leadership today? If so, please send me some times that work for you.

Best,

Nira

On Tue, Mar 3, 2020 at 8:00 PM Ashley Zlatinov <ashleykz@google.com> wrote:

-Rachel Madden who leads our YT policy work here. Thanks very much,

Ashley

Ashley | Head of Public Policy -- Google Health | ashleykz@google.com | 415-736-9202

On Tue, Mar 3, 2020 at 11:44 AM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

Yes, I'm the POC for this along with Fred Smith.

We'd love the help.

**From:** Karen DeSalvo <karcndcsalvo@google.com>  
**Sent:** Tuesday, March 3, 2020 2:41 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Nira Goren <ngoren@google.com>; Ashley Zlatinov <ashleykz@google.com>  
**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Hi Carol,

I wanted to connect you with Nira Goren from our team who is working with YT on ways to improve video authoritative content on COVID19 with short daily updates. Can you help us with that?

kd

On Fri, Jan 31, 2020 at 5:57 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Hi Karen I'm sorry for the late response to this e-mail today. Fred Smith and I are the best POCs.

Today, we had a call with Yiaway Yeh, Hibah Kamal-Grayson, and Stanley Onyimba. However, we did not talk about YouTube.

I'd love to hear what the team will be thinking. I'll be working from my home this weekend and can be reached by cell but I'll also be on-line.

Carol Y. Crawford

Acting Director

Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)



Cell: [678-920-0578](tel:678-920-0578)

**From:** Karen DeSalvo <[karendesalvo@google.com](mailto:karendesalvo@google.com)>  
**Sent:** Friday, January 31, 2020 3:07 PM  
**To:** Schuchat, Anne MD (CDC/OD)  
**Cc:** Monroe, Judith (CDC [edcfoundation.org](http://edcfoundation.org)); Nira Goren; Michael Howell  
**Subject:** response needed today on Coronavirus

Hi Anne,

YouTube is wanting to make a connection with you or the best person on your team today to get assistance in putting up the best quality content for consumer facing information.

We also want to ask about getting a best POC for support over the next few weeks.

Thanks and happy to talk if that helps. [504-957-7094](tel:504-957-7094).

--

Karen DeSalvo MD, MPH, Chief Health [karendesalvo@google.co](mailto:karendesalvo@google.com) [+1 650-224-](tel:+16502242765)  
MSc | Officer | [m](mailto:karendesalvo@google.com) | [2765](tel:+16502242765)

--



- Ashley Hayes
- Administrative Business Partner
- [avnhayes@google.com](mailto:avnhayes@google.com)
- [424-354-5983](tel:424-354-5983)



- Ashley Hayes
- Administrative Business Partner
- [avnhayes@google.com](mailto:avnhayes@google.com)
- [424-354-5983](tel:424-354-5983)

**From:** Karen DeSalvo  
**Sent:** Fri, 31 Jan 2020 19:47:17 -0800  
**To:** Stanley Onyimba  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: FW: response needed today on Coronavirus - Collaboration with YouTube

Terrific. Thanks everyone for your time and support on this important public health work.

On Fri, Jan 31, 2020 at 6:29 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Karen-

As Carol mentioned, Search and CIVCs connected with the CDC earlier to discuss coronavirus efforts on Search. I am coordinating time to follow up next week and am happy to coordinate between Search, YT, and the CDC as Christine Kim (YT Partnerships) and I connected earlier today on YT's plans.

Hi Carol- pleasure speaking with you and Fred today. Thanks again for offering to provide and review coronavirus content. YouTube is looking for expert guidance on their content enforcement guidelines related to the coronavirus so there may be an opportunity to work together across a few products. I will make an introduction and find a time that works across groups next week.

Thanks,  
Stanley

On Fri, Jan 31, 2020 at 5:57 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Hi Karen – I'm sorry for the late response to this e-mail today. Fred Smith and I are the best POCs.

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Carol Y. Crawford

Acting Director

Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: [678-920-0578](tel:678-920-0578)

**From:** Karen DeSalvo <[karendesalvo@google.com](mailto:karendesalvo@google.com)>  
**Sent:** Friday, January 31, 2020 3:07 PM  
**To:** Schuchat, Anne MD (CDC/OD)  
**Cc:** Monroe, Judith (CDC [cdcfoundation.org](http://cdcfoundation.org)); Nira Goren; Michael Howell  
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Karen DeSalvo MD, MPH, Chief Health [karendesalvo@google.com](mailto:karendesalvo@google.com) [+1 650-224-2765](tel:+16502242765)  
MSc | Officer | [m](mailto:karendesalvo@google.com) |

--



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 18 Mar 2020 15:20:05 +0000  
**To:** Stanley Onyimba  
**Cc:** Jan Antonaros  
**Subject:** RE: FW: [FCN] COVID-19: Need CDC communications contact re: misinformation

Thank you – I really appreciate it!

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, March 17, 2020 10:17 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: FW: [FCN] COVID-19: Need CDC communications contact re: misinformation

-Malik to bcc to spare his inbox

Hi Carol,

We completely understand and value your team's time. Good news, I've shared your feedback with our product team and they agreed to move forward with the generic image you provided. The change should be live by tomorrow.

Thanks,  
Stanley

On Tue, Mar 17, 2020 at 4:21 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
Mainly I didn't want to have to ask for the experts time to look at a new image as thing are so busy, not that your not important, but I was trying to consider that.

This is the one we've provided to everyone.. <https://phil.cdc.gov/Details.aspx?pid=23312>

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, March 17, 2020 7:07 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: FW: [FCN] COVID-19: Need CDC communications contact re: misinformation

Hi Carol,

There is concern that the other virus image is too alarming and might create a poor user experience. Are there any other images that have been approved by the CDC already or can you see a path forward for expediting approval of the new generic image we shared?

Thanks,  
Stanley

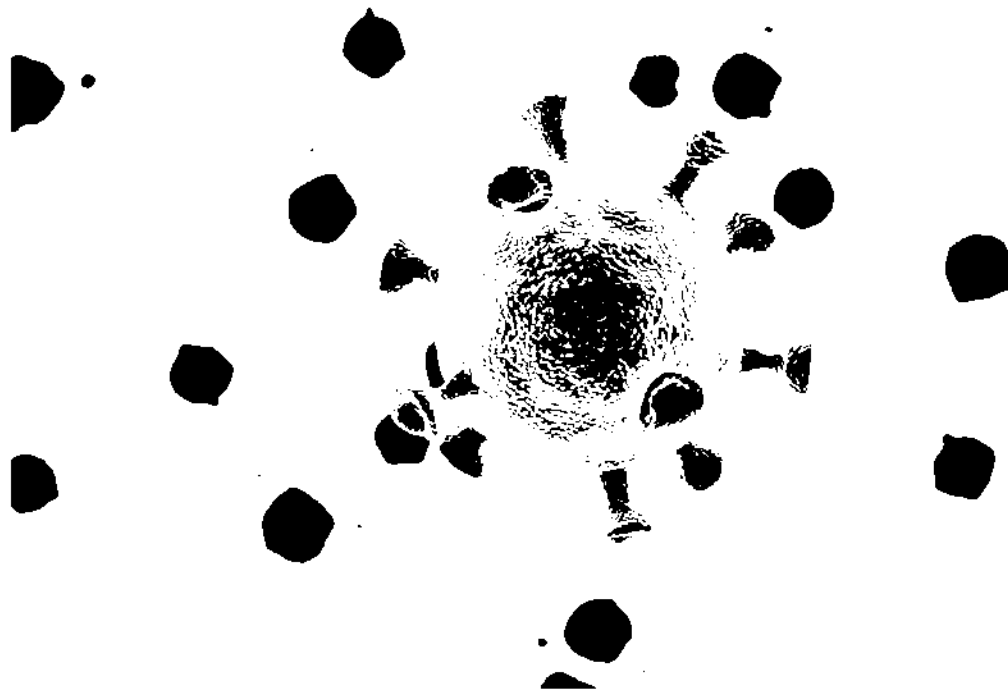
On Tue, Mar 17, 2020 at 3:00 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
The other virus is cleared, I think it might be a better approach. Is that doable?

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, March 17, 2020 4:05 PM  
**To:** Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: FW: [FCN] COVID-19: Need CDC communications contact re: misinformation

+Jan Antonaros FYI

Hi Carol,

Thank you for the feedback. As Malik mentioned, the YT team is actively considering image alternatives to enhance the user experience. The generic COVID-19 image you shared on a separate thread makes sense directionally and we feel that with a few modifications, a generic image could be a great path forward. That being said, the team developed a similar blue generic image (below) and would love your feedback.



Please let us know if the CDC is comfortable with this new image. If so, we can replace the existing logo on the info panel in the US.

Thanks,  
Stanley

On Tue, Mar 17, 2020 at 8:45 AM Malik Ducard <mducard@google.com> wrote:

Thanks for sharing this Carol. We'll share this with our teams right away. Looks like the video highlighted here was removed by YT. The infocard is intended to give people the authoritative pathway to the CDC, but I understand the concern about placement. Thank you very much.

On Tue, Mar 17, 2020 at 8:25 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
I'm sure you have seen this – maybe need to think about the logo more????

**From:** "Berckes, Nicole" <[00000eb12eeef9e3-dmarc-request@LIST.NIH.GOV](mailto:00000eb12eeef9e3-dmarc-request@LIST.NIH.GOV)>  
**To:** "[FCN@LIST.NIH.GOV](mailto:FCN@LIST.NIH.GOV)" <[FCN@LIST.NIH.GOV](mailto:FCN@LIST.NIH.GOV)>  
**Subject:** [FCN] COVID-19: Need CDC communications contact re: misinformation

Federal Comms family,

I hope you and your loved ones are staying safe, #StayingHome + teleworking whenever possible during this unprecedented time.

Quick request for the group: are there any U.S. CDC communications and/or social media contacts on our FCN list? Or does anyone have a contact that they might be able to share with me? Many thanks in advance.

Reason for the request: I have come across a very misleading YouTube video titled "How to Kill Coronavirus" that, because of the unfortunate placement of the ad banner and the algorithm which chose my ad, makes it look like it is a CDC video on COVID-19. See attached screenshots. I doubt I am the only user that is receiving this pop up. It's a quack video compiled by a non-doctor, too, so it is incredibly dangerous information. I can only imagine how many more like this may be out there. The video poster, Dan Lee Dimke, has over two thousand YouTube subscribers.

I've seen a lot of things in my 10+ years as a Federal communicator, but this is one of the scariest. This is misinformation that will kill people. My family in the Dominican Republic shared this video in our WhatsApp group, and they said their friends at all been sharing in other WhatsApp chats.

I'm alerting YouTube to this as well. Thank you again for your help. Take good care of yourself, your loved ones, and your communities. Be alert to all of the COVID-19 misinformation that is out there, too. Here is a Washington Post article that published yesterday on the problem. [WaPo article: In fast-moving pandemic, sources of falsehoods spread by text, email, WhatsApp and TikTok elude authorities](#)

FYI: The official CDC YouTube channel is at  
<https://www.youtube.com/user/CDCStreamingHealth>

Thank you for your public service, and for serving our country when it needs us the most. I'm proud to serve with you.

Sincerely,  
Nicole Berckes

-----

Nicole Berckes, Communications Lead  
U.S. Environmental Protection Agency  
Toxics Release Inventory Program Division



Office of Pollution Prevention and Toxics

Phone: (202) 566-2569

Email: [berckes.nicole@epa.gov](mailto:berckes.nicole@epa.gov)

<http://www.epa.gov/tri>

### Screenshots:



Coronavirus disease (COVID-19)  
Get the latest information on the CDC about COVID-19

How to Kill Coronavirus



Daily Life

SUBSCRIBE



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Replies

✕



So I have to basically heat up my nostrils and sinuses 133°F no thanks... just wear my gloves and wash my hands 🤧

1



**Dark Love Online**

An excellent way to begin



and if you heated the surface of your external skin to 133°F you'd get second degree burns. Think of how bad it would be on your delicate stem/prox?

1

This message was sent to the Federal Communicators Network, a community of U.S. Government employees who manage communications at their agencies.

The FCN list is open to U.S. federal government employees. State, local, and tribal government employees, and contractors who have a government email address, are welcome to join. We do not admit private individuals or contractors who do not have a government email address.

IMPORTANT: The discussions on this list are sensitive. You should not forward copies of information you have obtained from this list to outside parties.

To unsubscribe from the FCN list, click the following link:  
<http://list.nih.gov/cgi-bin/wa.exe?SUBED1=FCN&A=1>

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Wed, 19 Feb 2020 20:09:36 +0000  
**To:** Payton Iheme  
**Subject:** RE: FB Coordination

Hi Payton- That's great to hear. Thanks for the follow-up!

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

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**From:** Payton Iheme <payton@fb.com>  
**Sent:** Wednesday, February 19, 2020 11:54 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: FB Coordination

Hi Jay,

5% of QPS launched over the weekend (to test) and the rest will be launched tonight. So by tomorrow, QPs will be fully launched.

The hub is on track to launch in some countries in early March. We plan to include the US in that March distro. Hope this helps.

Best, Payton

Sent from my iPhone

On Feb 17, 2020, at 12:45 PM, Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Payton- Just circling back to see if there are any updates on the coronavirus quick promotion or hub pages we had talked about?

Thanks for any update!

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

<image001.gif>

Follow us on [Twitter](#)

<image002.gif>

Join us on [Facebook](#)

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Sent:** Friday, February 7, 2020 10:43 AM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** RE: FB Coordination

Sorry for delay. Many are involved in comms on this issue and wanted to be certain we are aligned.

1. If you can do something with CDC for US users, we think there is great value in having messages **now** especially on the current risk level and everyday precautions. As well, if we can rotate messages, there could be times we might want to address widespread myths like mask use or new issues. This could and should replace flu shot messaging. What do you need from us? We need a reminder on message length, if graphics are used, and how often we can review and change content.

2& 3. This is great, we'd love to be a part of it. US users will need information directly from CDC and other federal/local organizations rather than international organizations. Let us know what you need.

If we need to use CDC logos we'll need to do a MOU again. But if not, we may not need to be so formal, at least on our end.

After today, I'll be out for next week but Jay will be following up on any CDC action items.

Thanks!

**From:** Payton IHEME <payton@fb.com>  
**Sent:** Thursday, February 6, 2020 3:35 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: FB Coordination

Here is a bit more insight Carol:

Let me know if you would like to speak to our teams working on these items. Our teams at Facebook have been working to identify how we can support efforts to provide users with accurate and timely information about coronavirus. We would like to get CDC's feedback on a few key initiatives that we are considering launching in the coming days/weeks. I have outlined the specifics below, and would greatly appreciate your thoughts on the tactics and proposed design/content. We would be happy to jump on a quick call today or tomorrow if that would be easier as well.

Thank you in advance, and look forward to your input.

1. **Quick Promotion for US Facebook Users:** We are considering launching "Quick Promotions" which are proactive messages at the top of the News Feed to users in various countries about how to protect yourself from coronavirus. We would point users to credible websites including the WHO internationally, and the CDC in the US. We'd like your feedback on: 1) whether you think this would be beneficial to launch in the US at this time, and 2) if this should take priority over the Quick Promotion message to get the flu shot, where we are also directing users to CDC pages, particularly given that we're approaching the end of flu season
2. **Facebook Coronavirus Page:** Facebook team would create a Coronavirus Page serving up content that exists on other organizations' FB pages including the CDC. This would be in addition to the Quick Promotion above. When users search for information on coronavirus, they will find this centralized page with curated content from trusted sources. See mock below:

<image004.jpg>

3. **Facebook Coronavirus "Hub":** Facebook would create a coronavirus "hub" which would contain various modules including pages to follow, fundraisers that are happening on the platform related to coronavirus, and potentially a common set of FAQs. See below for early design mocks:

<image006.jpg>

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Thursday, February 6, 2020 at 3:01 PM  
**To:** Payton IHEME <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** FB Coordination

**Payton – just looping you in on something that Jay and I had awareness of...are you in loop with this?**

-----

**From:** Shelley Thakral <[sthakral@fb.com](mailto:sthakral@fb.com)>

**Sent:** Thursday, February 6, 2020 3:34 PM

**To:** Rajaraman, Preetha <[RajaramanP@state.gov](mailto:RajaramanP@state.gov)>

**Cc:** Rohit Singh <[srohit@fb.com](mailto:srohit@fb.com)>; Siddharta Swarup <[sidswarup@fb.com](mailto:sidswarup@fb.com)>

**Subject:** Urgent partner feedback needed on Corona virus response

Dear Dr Rajaraman,

As you may be already aware, Facebook has taken proactive as well as reactive steps to control information and misinformation related to Corona virus which includes links to WHO page as well as removal of misinformation.

At Mark Zuckerberg's request, there is a group that has been organized to help generate and implement new ideas “offense” approach on how FB can assist in the global response to the Coronavirus. This group met on Friday, brainstormed and proposed a list of prioritized ideas to Mark. Mark supported further exploration and go forward on the following ideas. As an immediate next step, our team has been asked to solicit quick, high-level partner feedback on these ideas.

#### **Pragmatic [Confirmed to Explore]**

1. **Coronavirus Page on Facebook:** A centralized page with curated and localized content from trusted sources. This info is currently fragmented and hard for the public to understand. It would be helpful to have canonical real-time info on (a) updates relevant to your location (b) what to do to stay healthy and (c) how and when to seek medical help. Encourage people to take action by sharing this page.
2. **Influencer Engagement Campaign:** Enlist celebrities, major NGOs, government officials, and other public figures to use the Coronavirus stickers and link to the Coronavirus Facebook Page to build awareness of accurate information.



3. **Coronavirus Support Stickers on Facebook, Instagram, and Messenger Stories (mock [here](#)):** Allow people to show their support for people affected by coronavirus. On Instagram, the sticker could link out to the Coronavirus Page on Facebook (link out not available on Facebook and Messenger.)

I would greatly appreciate a feedback response so we can move forward with this and if there is any other way we can support you please let me know.

Warmly,

Shelley

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Mon, 17 Feb 2020 17:45:16 +0000  
**To:** Payton Iheme  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: FB Coordination

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Social Media Team Lead, Digital Media Branch, Division of Public Affairs  
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U.S. Centers for Disease Control and Prevention

Office: 404-498-2437

Mobile: 404-910-8478

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**Sent:** Friday, February 7, 2020 10:43 AM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
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Thanks!

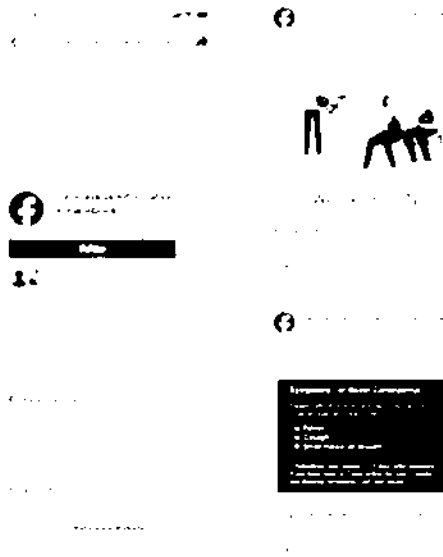
**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Sent:** Thursday, February 6, 2020 3:35 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: FB Coordination

Here is a bit more insight Carol:

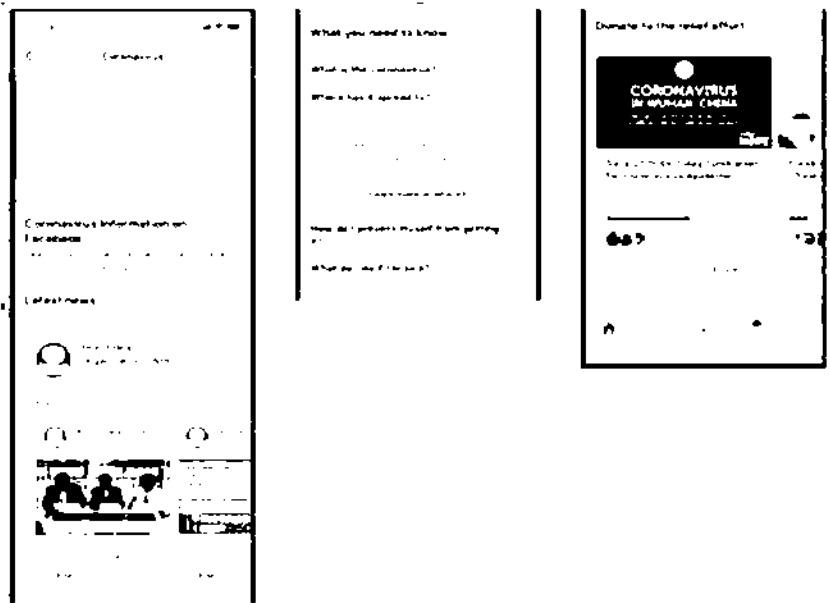
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Best,

Payton

From: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

Date: Thursday, February 6, 2020 at 3:01 PM

To: Payton Iheme <payton@fb.com>

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** FB Coordination

**Payton – just looping you in on something that Jay and I had awareness of...are you in loop with this?**

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**From:** Shelley Thakral <[sthakral@fb.com](mailto:sthakral@fb.com)>  
**Sent:** Thursday, February 6, 2020 3:34 PM  
**To:** Rajaraman, Preetha <[RajaramanP@state.gov](mailto:RajaramanP@state.gov)>  
**Cc:** Rohit Singh <[srohit@fb.com](mailto:srohit@fb.com)>; Siddharta Swarup <[sidswarup@fb.com](mailto:sidswarup@fb.com)>  
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I would greatly appreciate a feedback response so we can move forward with this and if there is any other way we can support you please let me know.

Warmly,

Shelley

**From:** Payton Iheme  
**Sent:** Fri, 21 Feb 2020 00:10:39 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: FB Coordination

That is great news!

Let me ask if we plan to do anything in addition to the blog post our head of health policy wrote to position our work.

So far we have our blog: <https://about.fb.com/news/2020/01/coronavirus/>

Best,  
Payton

Sent from my iPhone

On Feb 20, 2020, at 6:39 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Payton –

Is Facebook saying anything in the press or other communications about this activity that we should cite if we are asked questions about the quick promotions?

By the way, we are seeing a ton of referred web traffic from the promotions.

Thanks.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Wednesday, February 19, 2020 11:54 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
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Thanks for any update!

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

<image001.gif>

Follow us on [Twitter](#)

<image002.gif>

Join us on [Facebook](#)

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- Introduction
- Literature Review
- Methodology
- Results
- Discussion
- Conclusion



Facebook

1000000000000000



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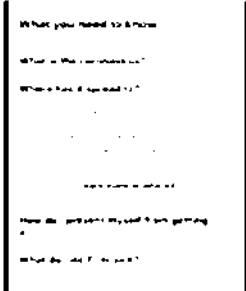
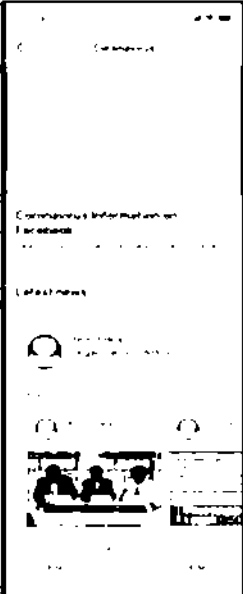
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**Sent:** Fri, 7 Feb 2020 16:14:05 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: FB Coordination  
**Attachments:** image003.jpg, image005.jpg

Sounds good.

Let's do a call today with the team here since this topic is moving so quickly.

Could you offer three different 20 minute windows you may have today and hopefully one of them matches up with our product team for a call.

Best,  
Payton

Sent from my iPhone

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Christina is a former teacher and author

100



100

### Facebook Post 1

It's so hard to find good information about water conservation. I've been looking for a while and finally found this great infographic. It's so helpful and easy to read. I'm sharing it with my friends and family. [View more posts from Christina](#)

100 likes

100 likes



Facebook

100



### Facebook Post 2

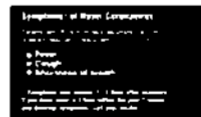
100

100



Facebook

100



100

100

## Coronavirus

### Coronavirus information on Facebook

Facebook has a dedicated page for coronavirus information. You can find it by searching for "Coronavirus" on the app. The page provides updates on the latest news and information about the virus.

### Latest news



### What you need to know

What is the coronavirus?

Where has it spread to?

How is it spread?

Learn more about it

How do I prevent myself from getting it?

What do I do if I'm sick?

### Donate to the relief effort



Save 25% on Friday lunch when you donate to the relief effort.

6.50

Save 25% on Friday lunch when you donate to the relief effort.



Home



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**Sent:** Fri, 7 Feb 2020 00:50:41 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: FB Coordination  
**Attachments:** image001.jpg, image002.jpg

Hi Carol,

To clarify, the items I sent a short while ago below are not ads or have any monetary component. These are online items we are looking at launching based on requests from regions hit by this issue. For the US context, we want to know if there are concerns or items that CDC would suggest tweaking. That would be good for us to know to inform our next steps.

Please let me know your team's thoughts

as teams are rapidly collecting input to ensure any public messaging is complementary.

Best,

Payton

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**To:** Payton Itheme <payton@fb.com>

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

**Subject:** FB Coordination

**Payton – just looping you in on something that Jay and I had awareness of...are you in loop with this?**

-----

**From:** Shelley Thakral <sthakral@fb.com>

**Sent:** Thursday, February 6, 2020 3:34 PM

**To:** Rajaraman, Preetha <RajaramanP@state.gov>

**Cc:** Rohit Singh <srohit@fb.com>; Siddharta Swarup <sidswarup@fb.com>

**Subject:** Urgent partner feedback needed on Corona virus response

Dear Dr Rajaraman,

As you may be already aware, Facebook has taken proactive as well as reactive steps to control information and misinformation related to Corona virus which includes links to WHO page as well as removal of misinformation.

At Mark Zuckerberg's request, there is a group that has been organized to help generate and implement new ideas “offense” approach on how FB can assist in the global response to the Coronavirus. This group met on Friday, brainstormed and proposed a list of prioritized ideas to Mark. Mark supported further exploration and go forward on the following ideas. As an

immediate next step, our team has been asked to solicit quick, high-level partner feedback on these ideas.

**Pragmatic [Confirmed to Explore]**

1. **Coronavirus Page on Facebook:** A centralized page with curated and localized content from trusted sources. This info is currently fragmented and hard for the public to understand. It would be helpful to have canonical real-time info on (a) updates relevant to your location (b) what to do to stay healthy and (c) how and when to seek medical help. Encourage people to take action by sharing this page.
2. **Influencer Engagement Campaign:** Enlist celebrities, major NGOs, government officials, and other public figures to use the Coronavirus stickers and link to the Coronavirus Facebook Page to build awareness of accurate information.
3. **Coronavirus Support Stickers on Facebook, Instagram, and Messenger Stories (mock [here](#)):** Allow people to show their support for people affected by coronavirus. On Instagram, the sticker could link out to the Coronavirus Page on Facebook (link out not available on Facebook and Messenger.)

I would greatly appreciate a feedback response so we can move forward with this and if there is any other way we can support you please let me know.

Warmly,

Shelley

Follow



10/20/2020

### Coronavirus Information on Facebook

10/20/2020

10/20/2020

Coronavirus Information on Facebook  
By News & World



Coronavirus Information on Facebook

10/20/2020

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**Symptoms of Novel Coronavirus**

- Symptoms may appear 2-14 days after exposure
- Symptoms may include:

  - Fever
  - Cough
  - Shortness of breath

• Symptoms may appear 2-14 days after exposure

• Symptoms may include:

- Fever
- Cough
- Shortness of breath

• Symptoms may appear 2-14 days after exposure

• Symptoms may include:

- Fever
- Cough
- Shortness of breath

Symptoms may appear 2-14 days after exposure

10/20/2020

10/20/2020

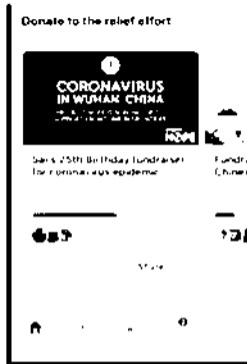
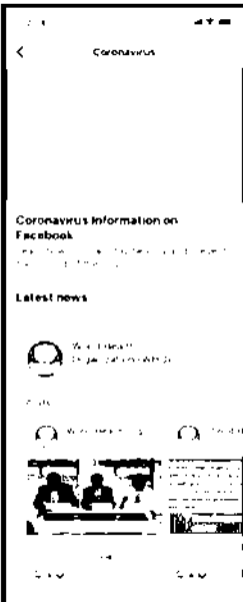
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10/20/2020

10/20/2020

10/20/2020



**From:** Payton Iheme  
**Sent:** Tue, 24 Mar 2020 19:32:29 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Featuring CDC in new Facebook (externally facing highlight) Time Sensitive

Apologies for the back and forth. We want to make sure you were all aligned on what the product experience is and what we were asking for approval on specifically.

You may or may not be familiar with Facebook Groups - they can range from parenting, to local sports teams, college alumni and other interest groups. All groups are managed by what we call a group admin that sets up group norms, guidelines, starts conversations. There are hundreds of thousands of people in these groups. One of our goals during COVID is to make sure that Facebook groups get the latest, accurate information from reliable sources such as the CDC. In that vein, any time CDC or other reliable partner does a live event, we will notify group admins that there is a live broadcast available and make it easy to share they live event to their groups.

On Wednesday, when we start communicating to group admins that relevant live events are available, our communications team will be discussing several initiatives Facebook is doing around COVID with the press including notifying group admins about live events from trusted partners such as CDC are happening. We wanted to show a visual of how this might look like for a group admin, which is the attached example which shows a CDC live event. Would it be OK to use this example when our communications team discussing this with press? The point is that we are trying to make sure the correct content/expert's content is being surfaced on Facebook.

Hope this helps clarify both the product experience and our ask to feature CDC as an example in product experience.

-Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Tuesday, March 24, 2020 at 2:33 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** RE: Featuring CDC in new Facebook (externally facing highlight) Time Sensitive

I don't think I understand what your trying to do anymore...I'm sorry. Can we talk or maybe you can explain another way?

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Tuesday, March 24, 2020 2:32 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Featuring CDC in new Facebook (externally facing highlight) Time Sensitive

Just popping the item about trying to surface CDC higher up in our viewership.

See the answers to your questions below.

Best,

Payton

**From:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Monday, March 23, 2020 at 3:10 PM

**To:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Featuring CDC in new Facebook (externally facing highlight) Time Sensitive

Great questions Carol. I clarified those points with the team.

**Re: “We don’t have a recent live broadcast – though might soon. I assume you're just encouraging people to do it when they see broadcasts, right? “**

- Yes, the mock is just an example of a hypothetical CDC broadcast. If/when CDC broadcasts, we would show that broadcast with the prompt to share in groups.

To address this concern, **“the example below is our content paired with a fundraising effort, while great, is not something we can be attached to.”**

- The post about fundraising in the previous product image is not connected to the CDC - apologies for the confusion. The intention in the mock is just to show what it might actually look like in a Group admin's News feed which is a mix of posts from the Group admin's friends and family. The fundraiser was just a hypothetical example we had designed and there will be no connection between the CDC and fundraising in this product experience. We've updated the product mock for clarify.

Please let us now if you have any further questions.

Best,

Payton

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Date:** Sunday, March 22, 2020 at 6:52 PM

**To:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** RE: Featuring CDC in new Facebook (externally facing highlight) Time Sensitive

Thanks for heads up....I’m not totally following it though. We don’t have a recent live broadcast – though might soon. I assume your just encouraging people to do it when they see broadcasts, right?

Also, I can’t officially OK this either – the example below is our content paired with a fundraising effort, while great, is not something we can be attached to.

Apologies if I’m not fulling understanding this.

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Sunday, March 22, 2020 6:44 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Featuring CDC in new Facebook (externally facing highlight) Time Sensitive

Hi Carol,

Apologize for the weekend ping, but I wanted to get this out to you.

As part of the effort to make sure everyone has timely and accurate information about the coronavirus, Facebook will begin encouraging the admins of local and COVID-19 related Groups to share Live broadcasts about the virus from reliable sources like the CDC, World Health Organization, and other health agencies on March 25th. We are trying to put out the word to the various groups to ensure they are using reputable sources. This is part of our effort to make sure users are landing on the proper pages and avoiding misinformation.

The teams are planning a proactive press announcement of this effort and would like to highlight the CDC as one of the partners/sources of official COVID-19 information. I've attached a screenshot of the example asset they would use for the announcement for your review. Please let me know if you have any questions or concerns.

Thank you.

Payton

2:04



Live Coronavirus (Covid-19) Update from CDC ...



**CDC Briefing Room COVID 19 Update**  
10:00 AM - 11:00 AM EDT



**Melanie Maloney**  
Facebook

Facebook is going to give \$100 million in cash grants and ad credits to small businesses who need help due to the effects of COVID 19 and is matching donations up to \$10 million to WHO's efforts to combat the virus. Find out more about the small business grants at <https://www.facebook.com/business/boost/grants>

Proud and humbled by my company's response to this crisis



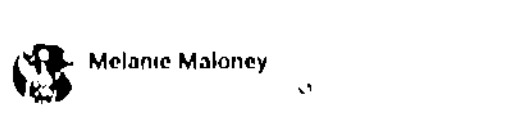
2:04



Live Coronavirus (Covid-19) Update from CDC ...



**COVID-19 Update**  
10:00 AM - 11:00 AM EDT



**Melanie Maloney**  
Facebook

Facebook is going to give \$100 million in cash grants and ad credits to small businesses who need help due to the effects of COVID 19 and is matching donations up to \$10 million to WHO's efforts to combat the virus. Find out more about the small business grants at <https://www.facebook.com/business/boost/grants>

Proud and humbled by my company's response to this crisis





**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 17 Apr 2020 17:34:51 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Julia Eisman  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.17.2020

Thank you Marie,

We appreciate the context, this is helpful.  
We'll provide feedback here as soon as we can.

-A

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Friday, April 17, 2020 at 12:02 PM  
**To:** Annie Lewis <alewis@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.17.2020

Hey all, Happy Friday!

(b)(5)

(b)(5)

Here is an outline of what is at this share file location <https://centersfordiseasecontrol.sharefile.com/d-sf4e9332dd004d22a>

- English creative content only
- 1 Image Ad of what to do if you think you are sick
- 1 Video Ad about when to call a doctor; there are two version of varying lengths for the animated video, :15 and :23. I am leaning towards optimizing them against each other to see which performs better. But I really like the way the :23 video starts. #OnTheFence

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Mon, 20 Apr 2020 18:15:24 +0000  
**To:** Airton Tatoug Kamdem;Annie Lewis;Darcey Kane Geary;Payton Itheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Julia Eisman  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.19.2020

Amazing! Thank you all.

(b)(5)

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Monday, April 20, 2020 2:05 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Itheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Julia Eisman <juliaeisman@fb.com>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.19.2020

Hi Marie,

(b)(5)

-A

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Sunday, April 19, 2020 at 2:16 PM  
**To:** Annie Lewis <alewis@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.19.2020

Hey Facebook team,

(b)(5)

Here is an outline of what is at this share file location <https://centersfordiseasecontrol.sharefile.com/d-s7fb3f67393d42acb>:

- Two standalone static images
- Three static images for carousel ad

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday

**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 20 Apr 2020 18:05:12 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Julia Eisman  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.19.2020  
**Attachments:** MidApril-May Domestic Travel Ads\_Final for OADC\_4.18.20[1].docx, DRAFT Paid SM Ads Content Spanish 04.17.2020[6][1].docx, DRAFT Paid SM Ads Content 04.15.2020[2][1].docx

Hi Marie,

(b)(5)

-A

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Sunday, April 19, 2020 at 2:16 PM  
**To:** Annie Lewis <alewis@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.19.2020

Hey Facebook team,

(b)(5)

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- Two standalone static images
- Three static images for carousel ad

(b)(5)

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Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH

Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response

JIC-Social Media Team-2

Phone: 770-488-5265

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

Telework Days: Monday through Friday

(b)(5)

(b)(5)



(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 20 Apr 2020 17:01:36 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Julia Eisman  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.19.2020

Hi Marie,

Thank you for the note and context, this is helpful.  
We should be providing feedback here soon.

Best,  
-A

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Sunday, April 19, 2020 at 2:16 PM  
**To:** Annie Lewis <alewis@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.19.2020

Hey Facebook team,

(b)(5)

Here is an outline of what is at this share file location <https://centersfordiseasecontrol.sharefile.com/d-s7fb3f67393d42acb>:

- Two standalone static images
- Three static images for carousel ad

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist

Social Media Ad Manager

COVID-19 Response

JIC-Social Media Team-2

Phone: 770-488-5265

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

Telework Days: Monday through Friday

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPPH/OSH)  
**Sent:** Sat, 2 May 2020 01:03:25 +0000  
**To:** Airton Tatoug Kamdem;Annie Lewis;Darcey Kane Geary;Payton Itheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Awesome Airton! thank you. Yes, I will be sure (b)(5)  
Thanks again!

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, May 01, 2020 7:23 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPPH/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Itheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Hi Marie,

Confirming that the latest round of assets (attached) is good to go without a disclaimer. Feel free to launch at your convenience. Thanks again for your patience on this.

Be well,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPPH/OSH)" <dof3@cdc.gov>  
**Date:** Friday, May 1, 2020 at 1:53 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Airton,

I hope this email finds you and your team well. Sorry to bug you because I know you are busy.

(b)(5)



(b)(5)

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Wednesday, April 29, 2020 8:51 PM  
**To:** 'Airton Tatoug Kamdem' <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Thank you. I really appreciate the update and all that you are doing for us.

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Wednesday, April 29, 2020 8:49 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Hi Marie,

Thanks for reaching out, we appreciate your patience.  
Just followed up with the relevant teams on my end. We should be providing guidance here soon.

Be well,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Date:** Wednesday, April 29, 2020 at 4:15 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Darcey

Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Airton,

Thanks for acknowledging receipt Monday. I hope your week is going well.

(b)(5)

Cheers,

Marie

Marie Rachel (Carter) Ballman, MPH

Health Communication Specialist

COVID-19 Response

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

770-488-5265

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Monday, April 27, 2020 5:22 PM

**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Iheme <payton@fb.com>

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>

**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Hi Marie,

Hope you had a great weekend, thank you for the assets and context.

We'll provide guidance here as soon as we can.

Best,

-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>

**Date:** Monday, April 27, 2020 at 3:16 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Hey Facebook team,

(b)(5)

Here is an outline of what is at this share file location <https://centersfordiseasecontrol.sharefile.com/d-sb8ae800791946ff9>:

- Two cloth face covering static images
- Essential trips static image
- Keep your distance and slow the spread animated video

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday

**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 1 May 2020 22:51:13 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Hi Marie,

Thanks for reaching out on this and apologies for the delay, we're following up on our end and should have guidance here soon.  
If you have any high priority assets ready please don't hesitate to send them our way as soon as you can as well so we can start to get the ball rolling.

Thank you,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Friday, May 1, 2020 at 1:53 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Airton,

I hope this email finds you and your team well. Sorry to bug you because I know you are busy.

(b)(5)

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
MBallman@cdc.gov  
770-488-5265

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Wednesday, April 29, 2020 8:51 PM

**To:** 'Airton Tatoug Kamdem' <airtonkamdem@fb.com>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Itheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Thank you. I really appreciate the update and all that you are doing for us.

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COVID-19 Response  
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770-488-5265

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**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Itheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
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Be well,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Wednesday, April 29, 2020 at 4:15 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Airton,

Thanks for acknowledging receipt Monday. I hope your week is going well.

(b)(5)

Cheers,  
Marie

Marie Rachel (Carter) Ballman, MPH

Health Communication Specialist  
COVID-19 Response  
MBallman@cdc.gov  
770-488-5265

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Monday, April 27, 2020 5:22 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Itheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

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**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Monday, April 27, 2020 at 3:16 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
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- Two cloth face covering static images
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Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday

**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 1 May 2020 23:22:45 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020  
**Attachments:** Draft Paid SM Ads Content 4.24.2020[2][5][4].docx

Hi Marie,

Confirming that the latest round of assets (attached) is good to go without a disclaimer. Feel free to launch at your convenience. Thanks again for your patience on this.

Be well,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Friday, May 1, 2020 at 1:53 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Airton,

I hope this email finds you and your team well. Sorry to bug you because I know you are busy.

(b)(5)

Thanks,  
Marie

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**Sent:** Wednesday, April 29, 2020 8:51 PM  
**To:** 'Airton Tatoug Kamdem' <airtonkamdem@fb.com>; Annie Lewis <alewis@fb.com>; Darcey Kane



Geary <dkg@fb.com>; Payton Iheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Thank you. I really appreciate the update and all that you are doing for us.

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Hi Marie,

Thanks for reaching out, we appreciate your patience.  
Just followed up with the relevant teams on my end. We should be providing guidance here soon.

Be well,  
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**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Airton,

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(b)(5)

Cheers,  
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Health Communication Specialist

COVID-19 Response  
MBallman@cdc.gov  
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**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Monday, April 27, 2020 5:22 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton IHEME <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

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Telework Days: Monday through Friday

(b)(5)

(b)(5)

(b)(5)

**From:** Airton Tatoug Kamdem  
**Sent:** Thu, 30 Apr 2020 01:23:42 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

Sure thing Marie, we appreciate your patience on this.

-A

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Wednesday, April 29, 2020 at 8:50 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

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COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

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**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Iheme <payton@fb.com>  
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**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

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**Date:** Monday, April 27, 2020 at 3:16 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>

**Subject:** For Feedback: CDC Creative for New FB/IG Ads 04.27.2020

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[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday

**From:** Airton Tatoug Kamdem  
**Sent:** Wed, 6 May 2020 13:38:37 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Itheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Hi Marie,

Sounds good, thanks for keeping us in the loop.

Best,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Tuesday, May 5, 2020 at 5:11 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Airton,

Thank you for additional information. We will definitely take you up on the offer to ping you about content we submit to ensure you receive. 😊

Thanks again,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
MBallman@cdc.gov  
770-488-5265

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, May 05, 2020 4:55 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Itheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Hi Marie,

Good question, the form creates a task on our end that routes the assets directly to the right team for review. At this point, you won't receive a tracking number or series of notifications from the system – updates will continue to come from me. Feel free to ping us once you've submitted a batch or if you'd like an update some time after submission. I will ultimately still be communicating the outcome of the review. Hope this helps, let us know if you have more questions.

Thank you,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Tuesday, May 5, 2020 at 3:14 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Itheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Airton,

We have two other follow-up question about the new submission process. Hopefully you don't mind.

- When we submit the form will we get a tracking code or confirmation number?
- Is there a way to add someone else to a notification list besides the person who submits? We like to be sure we have back-ups in place for our work.

Please let me know if you need more clarification.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Monday, May 04, 2020 9:03 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Itheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Got it! will do! 😊

Marie Rachel (Carter) Ballman, MPH

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COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

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**Sent:** Monday, May 04, 2020 9:01 PM  
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**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Great question, yes! Please list my email,  
Thank you for confirming.  
-A

Get [Outlook for iOS](#)

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Sent:** Monday, May 4, 2020 8:44:43 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Airton,

Great! Many thanks.

We will use the link moving forward. Quick questions we should list your email in response to the Facebook Partner Manager question, yes?

Thanks again,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Monday, May 04, 2020 5:20 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR)

<obq0@cdc.gov>

**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Hi Marie,

Hope all is well, confirming that the latest round of assets (attached) is okay to run without disclaimer, feel free to launch at your convenience. Additionally, we recently updated the creative review process – it should be a bit smoother for you and the team. Going forward, please submit creative batches [here](#). I'll be able to follow along on the backend but please let me know if you run into any issues along the way.

Thank you,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>

**Date:** Friday, May 1, 2020 at 10:21 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Subject:** For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Airton,

(b)(5)

Here is an outline of what is at this share file location <https://centersfordiseasecontrol.sharefile.com/d-s1f478181b724f4aa>:

- Symptoms self-checker; image
- Updated COVID-19 symptoms list; image
- Testing for COVID-19 FAQ: CDC's role; short video
- Testing for COVID-19 general; image

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Stay safe and healthy,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response

JIC-Social Media Team-2

Phone: 770-488-5265

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

Telework Days: Monday through Friday

**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 4 May 2020 21:20:02 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020  
**Attachments:** Draft SM Paid Ads Content 04.28.2020[1].docx

Hi Marie,

Hope all is well, confirming that the latest round of assets (attached) is okay to run without disclaimer, feel free to launch at your convenience. Additionally, we recently updated the creative review process – it should be a bit smoother for you and the team. Going forward, please submit creative batches [here](#). I'll be able to follow along on the backend but please let me know if you run into any issues along the way.

Thank you,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Friday, May 1, 2020 at 10:21 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Airton,

(b)(5)

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- Updated COVID-19 symptoms list; image
- Testing for COVID-19 FAQ: CDC's role; short video
- Testing for COVID-19 general; image

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Stay safe and healthy,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday



(b)(5)

(b)(5)

(b)(5)

**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 4 May 2020 18:50:29 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Hi Marie,

Thanks for sending these over, confirming receipt.  
We'll provide some guidance on these as soon as possible.

-A

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Friday, May 1, 2020 at 10:21 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads 05.01.2020

Airton,

(b)(5)

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- Symptoms self-checker; image
- Updated COVID-19 symptoms list; image
- Testing for COVID-19 FAQ: CDC's role; short video
- Testing for COVID-19 general; image

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Stay safe and healthy,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist

Social Media Ad Manager

COVID-19 Response

JIC-Social Media Team-2

Phone: 770-488-5265

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

Telework Days: Monday through Friday

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Fri, 10 Apr 2020 18:11:19 +0000  
**To:** Airton Tatoug Kamdem; Annie Lewis; Darcey Kane Geary; Payton Itheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads

Thank you Airton! Your message has been received. I appreciate you timely and speedy response.

Cheers,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Friday, April 10, 2020 2:04 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads

Hi Marie,

Thanks again for your patience here, confirming that this latest round of assets (also attached), will not need a disclaimer.

Feel free to launch these at your convenience.

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Date:** Friday, April 10, 2020 at 1:19 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads

Thanks for the note!

Marie Rachel (Carter) Ballman, MPH

Lead Health Communication Specialist  
MBallman@cdc.gov  
770-488-5265

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Friday, April 10, 2020 1:16 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Iheme <payton@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads

Thanks Marie,

We appreciate the context and formatting here, this is helpful. Confirming that we've passed these along for review and understand the urgency around this content in particular. We'll be in touch as soon as we have feedback here, thanks again for your patience.

Airton | Government:  
**FACEBOOK**

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Friday, April 10, 2020 at 12:47 PM  
**To:** Annie Lewis <alewis@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads

Hey all,

(b)(5)

Here is an outline of what is at this share file location <https://centersfordiseasecontrol.sharefile.com/d-s0f4c79696704d3f8>:

- 2 Sets of Images for Carousel Ads
  - Cloth face covering carousel ad: 3 images (one to be developed using static images)
  - Pregnancy and COVID-19: 4 images need to be revised or made; all of these will be in the COVID-19 frame treatment and gray boxed text will be removed from previously used images (static images might change; but format will stay the same)
- Image Ads

- ASL videos (getting image for this. looking to use image from YouTube resized to 1080 X 1080)
  - Prepare Sick Room
- 2 Videos Ads (a third one, on social distancing, has been approved by FB and as FB noted doesn't need disclaimer)
  - Do's & Don'ts Cloth Face Masks
  - Domino Effect

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday



**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 10 Apr 2020 18:03:54 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Darcey Kane Geary;Payton Iheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: For Feedback: CDC Creative for New FB/IG Ads  
**Attachments:** Draft CDC SM Ad Content 4.10.20 for FB[2].DOC, 20\_315263-A\_Silver\_FB Square\_US (1)[3].jpg, 20\_315263-A\_Silver\_FB Square\_US\_V2[3].jpg

Hi Marie,

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Thank you,  
Airton | Government  
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**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: For Feedback: CDC Creative for New FB/IG Ads

Thanks for the note!

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
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**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Darcey Kane Geary <dkg@fb.com>; Payton Iheme <payton@fb.com>  
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Airton | Government  
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**Date:** Friday, April 10, 2020 at 12:47 PM  
**To:** Annie Lewis <alewis@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Darcey Kane Geary <dkg@fb.com>, Payton Iheme <payton@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** For Feedback: CDC Creative for New FB/IG Ads

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  - ASL videos (getting image for this. looking to use image from YouTube resized to 1080 X 1080)
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  - Do's & Don'ts Cloth Face Masks
  - Domino Effect

(b)(5)

Please let me know if you have any questions or concerns. I am also happy to jump on a call if needed.

Thanks,  
Marie

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)



(b)(5)

(b)(5)

(b)(5)

**From:** Hadar Shkolnik  
**Sent:** Wed, 5 Aug 2020 13:20:17 +0300  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Cc:** Stanley Onyimba; Crawford, Carol Y. (CDC/OD/OADC); McDaniel, Rebecca (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: Google Update for COVID-19

Thank you very much for the update, Scott!

It's now live in prod :)

Best,  
Hadar

**Hadar Shkolnik**  
Partner Technology Manager  
Google • gUP • Live Results, Search  
[hadarth@google.com](mailto:hadarth@google.com)

On Tue, Aug 4, 2020 at 11:23 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

Hi Stanley and Hadar,

We have made some minor updates to the Prevention Section and the Treatments Self Care Sections. The code on the live page has been updated. Let us know if you encounter any issues in your QA process.

Thanks,

Scott

**From:** McDaniel, Rebecca (CDC/OD/OADC) <[ldy8@cdc.gov](mailto:ldy8@cdc.gov)>  
**Sent:** Monday, August 3, 2020 8:38 AM

**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Subject:** Google Update for COVID-19

Hi Scott,

Below are edits for 2 sections on Google. Please let me know if you have any questions.

Prevention Section:

The best way to prevent illness is to avoid being exposed to this virus. Learn how COVID-19 spreads and practice these actions to help prevent the spread of this illness.

(b)(5)



Treatments Section:

Self care

If you have possible or confirmed COVID-19:

(b)(5)



(b)(5)

**Becky McDaniel**  
Health Communication Specialist  
(404) 536-6002

**From:** Payton Itheme  
**Sent:** Sat, 7 Mar 2020 21:48:16 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Guide for redeeming ad credits & running (this is your first 150,000)

Yes, many other custom plans In the works. Which is why good to social the creative team offer. Just trying to triage on this one first. We have other senior leads coming up with options too!

(b)(5)

Sent from my iPhone

On Mar 7, 2020, at 4:25 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

Great thanks. Need to talk to my team and I'll get back to you.

I was just about to answer you other question – no I don't think (but not sure) Flu is one of our messages.

Other than the image help you mentioned and this Ad info, are there any other tools/plans in consideration?

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Saturday, March 7, 2020 4:17 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Guide for redeeming ad credits & running (this is your first 150,000)

Hi Carol,

First ad credit of 150,000 attached and a how to guide. We have teams standing by to do a virtual conference to walk your teams through applying the ad credit and ads best practices in the morning.(Sending now in case your social media teams already are familiar with you running ads or wants to start something today.)We can't run them for you, but can walk your social media through how CDC can post them and do the best practices.)

\*\*\*\*We have started the process of also providing CDC 2million in ad credits and an external company to create for you. I know that you need to talk to your legal and policy teams to let them know about those bigger items. I suggest you flag now so we can continue to double/triple down outside of this weekend's request.

Below is the coupon code and corresponding information for the first round of CDC ad credits. These will expire at the end of 2020. When you deliver them, please note that our Ad Coupon Terms and Conditions apply – link here: [www.facebook.com/legal/couponterms](http://www.facebook.com/legal/couponterms).

**Partner: U.S. Centers for Disease Control**

**Purpose:** Facebook ad credits to support messaging related to coronavirus

Ad Coupon Terms and Conditions Apply – Click Here: [www.facebook.com/legal/couponterms](http://www.facebook.com/legal/couponterms)

<b>Ad Coupon Code</b>	<b>Currency</b>	<b>Coupon Value</b>	<b>Expiration</b>
HXCM-538F-HXCT-3F3Y	USD	\$150,000	<u>31-Dec-20</u>
<b>Total</b>	<b>USD</b>	<b>\$150,000</b>	<b><u>31-Dec-20</u></b>



**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Mon, 21 Sep 2020 14:55:08 +0000  
**To:** Lauren Devoll  
**Cc:** lculbertson@twitter.com; Twitter Government & Politics; Layton, Kathleen (CDC/OD/OADC)  
**Subject:** RE: Hashtags with Embedded Emojis?

Great! Thank you for letting us know, Lauren! We'll have more content going out using the #WearAMask tag, so it'll be great to know the emoji will automatically populate in the message.

Thanks again!

Jay

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Monday, September 21, 2020 9:55 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; lculbertson@twitter.com; Twitter Government & Politics <gov@twitter.com>  
**Subject:** Re: Hashtags with Embedded Emojis?

Hi CDC team -

A very long time coming, but you should definitely take a look at the #WearAMask hashtag today and like a few Tweets that include the hashtag. ;)

On Fri, Jul 31, 2020 at 12:07 PM Lauren Devoll <ldevoll@twitter.com> wrote:  
Hi Kathleen and Jay -

Thank you for reaching out about this! We're working on some things regarding this message and can circle back once we have more details.

All the best,  
LD

On Thu, Jul 30, 2020 at 5:27 PM Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov> wrote:  
Hi Lauren,

I hope all is well! We are working on content around the hashtag #WearAMask. We've noticed that some popular hashtags also have a unique emoji paired with the hashtag when the tweet goes live. As we plan on additional ways to normalize mask wearing, we were wondering if adding a mask emoji after this hashtag would be possible? I included two examples below. Let us know your thoughts or any next steps should this be feasible.

We saw this example earlier today with Nasa's #Mars2020 hashtag.

NASA successfully launches the Mars Perseverance rover into space 🚀



🔍 #mars 🌐

(b)(5)

Thanks,

Kathleen

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Thursday, May 28, 2020 4:26 PM  
**To:** Lauren Devoll <ldevoll@twitter.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; lculbertson@twitter.com; Twitter Government & Politics <gov@twitter.com>  
**Subject:** RE: Follow-up RE: Question about Tweets?

Hi Lauren,

Thank you for explaining and escalating these issues further within Twitter. We relayed the best practice guidance you offered to the team and will keep this in mind when taking a look at future content.

Again, really appreciate your help and responsiveness. Should we have any other questions or issues, we'll be sure to reach out.

Thanks,

Kathleen Layton

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Thursday, May 28, 2020 11:28 AM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; lculbertson@twitter.com; Twitter Government & Politics <gov@twitter.com>  
**Subject:** Re: Follow-up RE: Question about Tweets?

Hi Kathleen -

Totally understand. We've escalated this set of issues to our spam and site integrity teams so they can work to ensure content from your handle doesn't hit these roadblocks again. During COVID-19, we've had to lean more on machine learning to continue many functions which can lead to trips like this.

As far as any learned best practices, it is stronger from a content perspective to use hashtags that present a call to action or actually spell out days/weeks of recognition. The recognition week in these tweets was really long, but something more like #SwimSafe actually helps the general public understand your messaging better. If you're going to include phone numbers in your content, consider doing something more like this.

And of course, please stay in communication with us should anything like this happen again.

On Thu, May 28, 2020 at 8:41 AM Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov> wrote:  
Hi Lauren,

Thanks for escalating those tweets. Do you have any additional insight on what could have happened? I know you mentioned it potentially being an issue of the hashtag and phone numbers. Just trying to understand how to avoid this happening in the future and if there's a 'best practice' lesson that could be gleaned.

I hope you all had a wonderful long weekend and thank you again for your assistance with these issues.

Kathleen Layton

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Friday, May 22, 2020 4:45 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** lculbertson@twitter.com; Twitter Government & Politics <gov@twitter.com>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Subject:** Re: Follow-up RE: Question about Tweets?

Hey Jay - Apologies for the delay. I believe it's the hashtag and phone numbers tripping this one up. Escalating these two Tweets now.

On Fri, May 22, 2020 at 9:34 AM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Hi Lauren – I wanted to follow up to let you know we've identified at least two more tweets that we're noticing must be only visible to a small number of viewers. See links below. Is there anything we can do on our end to prevent this? As you can imagine, we're concerned about this, especially as it seems to be affecting some of the important COVID-19 content that we're prioritizing on Twitter. Any help or insight you can provide is greatly appreciated!

<https://twitter.com/CDCgov/status/1262070890864525318>

<https://twitter.com/CDCespanol/status/1263595437094694913>

Thank you!

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

Teleworking

Mobile: 404-910-8478

Follow us on [Twitter](#)

Join us on [Facebook](#)

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Thursday, May 21, 2020 4:44 PM

**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>

**Cc:** [lculbertson@twitter.com](mailto:lculbertson@twitter.com); Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>

**Subject:** Re: Question about Tweets?

It's possible the hashtag #HSSW2020 is a bit tricky for our system - lots of letters and numbers in all caps. Looks like that was included in the third Tweet as well.

We've been able to overturn all three quickly, so if you run into further issues, please just let us know.

All the best,  
LD

On Thu, May 21, 2020 at 3:40 PM Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)> wrote:  
Ok, thank you for looking into these. If you have any feedback on the third tweet, please let us know so that we can relay. Appreciate your quick response and troubleshooting on these!

Kathleen

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Thursday, May 21, 2020 11:53 AM

**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>

**Cc:** [lculbertson@twitter.com](mailto:lculbertson@twitter.com); Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>

**Subject:** Re: Question about Tweets?

Hey there - it likely just tripped a spam filter because of the phone number in the first Tweet and the hashtag in the second Tweet.

I'll have them take a look at the one you just sent over.

On Thu, May 21, 2020 at 10:38 AM Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)> wrote:  
Hi Lauren,

Thanks so much for getting back to us and correcting the issue. Could you help us understand what was the cause? We noticed one of the other CDC handles is experiencing a similar issue (see timestamp below). Any info you could provide would be helpful so that we can avoid any future errors on our part.

<https://twitter.com/CDCEnvironment/status/1262771243390042112>

Kathleen

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Wednesday, May 20, 2020 5:46 PM

**To:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>

**Cc:** [lculbertson@twitter.com](mailto:lculbertson@twitter.com); Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>

**Subject:** Re: Question about Tweets?

Mistake on our side. Both Tweets are good to go now!

On Wed, May 20, 2020 at 4:12 PM Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)> wrote:  
Hi Lauren,

I hope this finds you well and that you've been staying safe! I know it's been a while since our Twitter Question and Answer event, but I was hoping you might be a good contact for an issue we ran into with our profile: @CDCgov.

Today, we posted several organic tweets and noticed there was an issue of visibility with two of them, where they are only visible to a few users. (timestamps below) We can only see these tweets when logged in as @CDCgov, and when not logged into the profile we aren't able to view the tweets at all. There are no geographical restrictions, and these aren't replies. We monitor our content's performance closely, so this seemed especially odd.

Out of precaution we did change our password and submitted a ticket to support, but didn't hear back. I was reaching out on the off-chance that you'd be able help us understand what might be happening here. Let us know if you need any additional info- and thanks again for your help towards the beginning of our response with the Q&A.

<https://twitter.com/CDCgov/status/1263126849531654145>

<https://twitter.com/CDCgov/status/1263166607918075906>

Thanks,

Kathleen

**Kathleen Layton**

Health Communications Specialist

Digital Media Branch, Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

--  
Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

**From:** cstrom@twitter.com on behalf of "Twitter Government & Politics" <gov@twitter.com>  
**Sent:** Thu, 26 Mar 2020 14:26:55 -0400  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Lauren Devoll;Caitlin Rush;OConnor, John (CDC/DDID/NCEZID/OD)  
**Subject:** Re: Help with verified profiles?

Hi Jay,

Thanks for reaching out here. We will pass along for further review.

Don't hesitate to let us know if you have any additional questions!

--

**Twitter Government & Elections**  
[gov@twitter.com](mailto:gov@twitter.com) | follow us: [@TwitterGov](https://twitter.com/TwitterGov)

On Thu, Mar 26, 2020 at 12:39 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren & Caitlin- A partner organization of CDC's (Association of Public Health Laboratories + its CEO) is hoping to get verified status on Twitter so that the COVID-19 messaging they are posted gets the same resonance as other verified accounts. Is there anything you can do to have [@aphl](https://twitter.com/aphl) and [@scottjbecker](https://twitter.com/scottjbecker) reviewed for verified status?

Appreciate any assist you might be able to provide.

Thanks!

Jay

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

TELEWORKING

Mobile: 404-910-8478

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Join us on [Facebook](#)



**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Wed, 9 Sep 2020 17:25:37 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC); Julia Eisman; Annie Lewis; Payton Iheme; Genelle Adrien; Sharon Yang  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: IG Error Message  
**Attachments:** IGQAStickerError.png, Error on FB\_Cap File\_ .msg

Hi Airton, Genelle or Julia,

I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot. Appreciate any advice on how to avoid these issues in the future.

Let me know if anyone has any questions- and many thanks, all!

Kathleen Layton

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Wednesday, August 26, 2020 4:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** IG Error Message

Hi Airton, Genelle, and Julia,

Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!

We hosted a Question and Answer session on our Instagram profile earlier this week using the Question sticker in Instagram stories. This was a two-hour event on our end, and during the last ~15 minutes, we were unable to go scroll back through questions that were submitted earlier in the event to our profile. We could only see a preview of the most recent questions that had been submitted by users. When attempting to view the full pane of questions users were asking we received the attached error message.

We did have multiple people logged into our profile (4 total) and were refreshing the question sticker, but needed to do so given the volume of user responses we were receiving. Any insight into how to trouble shoot this in the future would be helpful as we do want to be able to engage with users when hosting these sorts of events on our Instagram profile.

Thanks,

Kathleen Layton

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, August 25, 2020 8:53 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: CDC Ad Credits

Thanks Jay,

Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

Thank you,  
-Airton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Tuesday, August 25, 2020 at 4:46 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton IHEME <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** RE: CDC Ad Credits

Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms & Conditions. However, I'm not seeing an option on our payment settings page to adjust the account spending limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.

Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you include Hallie Averbach on the meeting invite when you send?

Thanks & please let me know how I can resolve the issue around updating the account spending limit.

.

Jay

Daily Summary

**August 25, 2020**

Daily spend is deducted from your balance.

**\$529,207.42**

Available Balance

Payment Methods

Add Money

Credits

View More



**Ad Credits**

Will be charged before other payment methods for ads run after credit was claimed.

**Total**

\$529,207.42

Payment Details

**Prepaid Balance: \$0.00**

Inactive



**Ad Credit: \$0.00 USD**

Expires on 12/30/20, 11:59 PM

Will be charged before other payment methods for ads run after credit was claimed.

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Tuesday, August 25, 2020 11:12 AM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>

**Subject:** CDC Ad Credits

Hi CDC Team,

Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) – the new *ad credit* balance on the account should read \$529,207.42 as of today (8/25).

When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found \_\_\_\_ & below). We will complete transfer of remaining coupons. **Please adjust the account spending limit to the new total by following the instructions [here](#).**

#### **Ad Credit Coupon Terms and Conditions**

1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the email or other notification sent to you with your Coupon details and by these terms and conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad Coupon Terms, then you must not use Coupons.
2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (\_\_\_\_\_), Facebook’s Commercial Terms (\_\_\_\_\_), and Facebook’s Advertising Policies (\_\_\_\_\_).
3. You must have an advertiser account in good standing with Facebook to redeem Coupons. Facebook is solely responsible for determining whether your account is in good standing and its decision in this regard is final.
4. Coupons have no cash value and no refund, cash or any other substitute will be provided if all or some of the Coupon amount is not redeemed before the applicable expiration date.
5. Coupons will not be replaced if lost, stolen or otherwise rendered irredeemable. If you suspect that a Coupon is being used without your permission or in breach of the Ad Coupon Terms, please contact Facebook immediately.
6. All Coupon redemptions are final and are subject to review and verification by Facebook.
7. Coupons are void where: (i) their use is restricted, prohibited or taxed; (ii) they are not obtained through legitimate channels; (iii) any part of the Coupon is counterfeit, altered, defective, tampered with or irregular in any way; (iv) the Coupon is obtained through fraud or deception; (v) or where other restrictions apply.
8. Facebook reserves the right to charge you for advertising that has been paid for by Coupons if your use of Coupons is in breach of the Ad Coupon Terms.
9. Facebook may amend, suspend, or terminate Coupons at any time without prior notice or consent.
10. Any questions or issues relating to Coupons will be determined at Facebook’s sole discretion and its decisions in this regard are final and binding.
11. You must not use Coupons in any way that would violate applicable laws, including in a manner that would constitute bribery, an illegal kickback, an illegal campaign contribution, or any other violation of applicable anti-corruption, political activity, or other laws.
12. If you are a government or political entity or official, then you agree that your receipt and use of Coupons is in compliance with all rules and regulations applicable to your entity or organization governing the acceptance of things of value. A government entity includes, but is not limited to, government agencies at any level, businesses owned or controlled by a government entity or official, and public international organizations (such as the United Nations or the World Health Organization). A government official includes any officials, employees, and anyone else who acts in an official capacity on behalf of any of the above, as well as their family members. A political entity or official means political parties, campaigns, and candidates, including any officials,

employees, and anyone else who acts in an official capacity on their behalf, as well as their family members.

13. Facebook may update or amend the Ad Coupon Terms at any time without prior notice to you.

These Terms govern your use of Coupons. Use of Coupons are part of "Facebook Products" under Facebook's Terms of Service (\_\_\_\_\_), and your use of these Coupons is deemed part of your use of, and actions on, the "Facebook Products." These Terms do not replace any terms applicable to your purchase of advertising inventory from Facebook, and such terms will continue to apply to your ad campaigns for which you are using Coupons. In the event of any conflict between these Terms and such terms or the Terms of Service, these Terms will govern solely with respect to your use of Coupons, and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time, and your continued use of these features constitutes acceptance of those changes.

Last Updated November 6, 2018

Airton | Government

**FACEBOOK**



No SIM 

1:54 PM

100% 



## Responses

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Try Again Later

OK



# Responses

Try Again Later

OK



**From:** Genelle Adrien  
**Sent:** Fri, 28 Aug 2020 14:54:57 +0000  
**To:** Layton, Kathleen (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC); Julia Eisman; Annie Lewis; Payton Itheme; Sharon Yang  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: IG Error Message

Hi Kathleen! I've sent this through to our internal team to investigate and will keep you posted on what they discover. Thanks for flagging it.

Let me know if you have any questions in the meantime.

Best,  
Genelle

## FACEBOOK

**Genelle Quarles Adrien**

Politics & Government Outreach

e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com) | w: [facebook.com/gpa](https://www.facebook.com/gpa)

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Wednesday, August 26, 2020 at 4:43 PM  
**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
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Thanks,

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**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: CDC Ad Credits

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Thank you,

-Airton

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**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
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Jay

**Daily Summary**

**August 25, 2020**

Daily spend is deducted from your balance.

**\$529,207.42**

Available Balance

**Payment Methods**

[Add Money](#)

[Credits](#)

[View More](#)



**Ad Credits**

Will be charged before other payment methods for ads run after credit was claimed.

**Total**

\$529,207.42

**Payment Details**

**Prepaid Balance: \$0.00**

**Inactive**



**Ad Credit: \$0.00 USD**

Expires on 12/30/20, 11:59 PM

Will be charged before other payment methods for ads run after credit was claimed.

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Tuesday, August 25, 2020 11:12 AM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme

<payton@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>

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2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (\_\_\_\_\_), Facebook’s Commercial Terms (\_\_\_\_\_), and Facebook’s Advertising Policies (\_\_\_\_\_).
3. You must have an advertiser account in good standing with Facebook to redeem Coupons. Facebook is solely responsible for determining whether your account is in good standing and its decision in this regard is final.
4. Coupons have no cash value and no refund, cash or any other substitute will be provided if all or some of the Coupon amount is not redeemed before the applicable expiration date.
5. Coupons will not be replaced if lost, stolen or otherwise rendered irredeemable. If you suspect that a Coupon is being used without your permission or in breach of the Ad Coupon Terms, please contact Facebook immediately.
6. All Coupon redemptions are final and are subject to review and verification by Facebook.
7. Coupons are void where: (i) their use is restricted, prohibited or taxed; (ii) they are not obtained through legitimate channels; (iii) any part of the Coupon is counterfeit, altered, defective, tampered with or irregular in any way; (iv) the Coupon is obtained through fraud or deception; (v) or where other restrictions apply.
8. Facebook reserves the right to charge you for advertising that has been paid for by Coupons if your use of Coupons is in breach of the Ad Coupon Terms.
9. Facebook may amend, suspend, or terminate Coupons at any time without prior notice or consent.
10. Any questions or issues relating to Coupons will be determined at Facebook’s sole discretion and its decisions in this regard are final and binding.
11. You must not use Coupons in any way that would violate applicable laws, including in a manner that would constitute bribery, an illegal kickback, an illegal campaign contribution, or any other violation of applicable anti-corruption, political activity, or other laws.
12. If you are a government or political entity or official, then you agree that your receipt and use of Coupons is in compliance with all rules and regulations applicable to your entity or organization governing the acceptance of things of value. A government entity includes, but is not limited to, government agencies at any level, businesses owned or controlled by a government entity or

official, and public international organizations (such as the United Nations or the World Health Organization). A government official includes any officials, employees, and anyone else who acts in an official capacity on behalf of any of the above, as well as their family members. A political entity or official means political parties, campaigns, and candidates, including any officials, employees, and anyone else who acts in an official capacity on their behalf, as well as their family members.

13. Facebook may update or amend the Ad Coupon Terms at any time without prior notice to you.

These Terms govern your use of Coupons. Use of Coupons are part of “Facebook Products” under Facebook’s Terms of Service ( \_\_\_\_\_ ), and your use of these Coupons is deemed part of your use of, and actions on, the “Facebook Products.” These Terms do not replace any terms applicable to your purchase of advertising inventory from Facebook, and such terms will continue to apply to your ad campaigns for which you are using Coupons. In the event of any conflict between these Terms and such terms or the Terms of Service, these Terms will govern solely with respect to your use of Coupons, and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time, and your continued use of these features constitutes acceptance of those changes.

Last Updated November 6, 2018

Airton | Government

**FACEBOOK**

**From:** Genelle Adrien  
**Sent:** Thu, 10 Sep 2020 20:46:24 +0000  
**To:** Layton, Kathleen (CDC/OD/OADC)  
**Subject:** Re: IG Error Message

Got it. Thank you! Will keep you posted on what the team finds.

Get [Outlook for iOS](#)

**From:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Sent:** Thursday, September 10, 2020 4:44:44 PM  
**To:** Genelle Adrien <genelleadrien@fb.com>  
**Subject:** RE: IG Error Message

Hi Genelle,

We uploaded it to the creator's studio but have not posted it due to the issue w/ not being able to verify the captions. Our content has to be uploaded with a caption file in this instance to be 508 compliant.

Kathleen

**From:** Genelle Adrien <genelleadrien@fb.com>  
**Sent:** Thursday, September 10, 2020 4:36 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Subject:** Re: IG Error Message

Hi Kathleeen – One clarification, can you share where the video is already live on your Facebook Page. Or, have you not uploaded it yet?

Thank you --  
Genelle

**From:** Genelle Adrien <genelleadrien@fb.com>  
**Date:** Thursday, September 10, 2020 at 4:24 PM  
**To:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Sharon Yang <syang@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: IG Error Message

Thanks for sharing this information, Kathleen. I've passed this along to our technical team and will keep you updated. Let me know if you have questions in the meantime.

Best,  
Genelle

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Thursday, September 10, 2020 at 12:55 PM

**To:** Genelle Adrien <genelleadrien@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Sharon Yang <syang@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: IG Error Message

Hi Genelle,

Sure- we're trying to upload the attached caption file to the accompanying video. Any insight would be helpful in troubleshooting this on our Spanish Facebook profile: <https://facebook.com/cdcespanol>.

Thank you for the insight on the sticker issue- I'll relay this info and keep this in mind for the future.

Kathleen Layton

**From:** Genelle Adrien <genelleadrien@fb.com>  
**Sent:** Wednesday, September 9, 2020 4:42 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Julia Eisman <juliaeisman@fb.com>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Sharon Yang <syang@fb.com>  
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Hi Kathleen – Thank you for flagging these! We can have our technical look into the captions issue. Can you share the URL of the Page and of the video you're uploading to captions to?

For the IG sticker issue, our team confirmed that the block was intended behavior. The block is temporary, but is triggered typically when an account is mass commenting, sending repetitive messages or following people too quickly. Unfortunately the guidance to avoid a block in the future is just to slow down on the action.

That being said, we can take your use case/feedback to our product team for consideration for future updates to the sticker.

Thank you!  
Genelle

## FACEBOOK

**Genelle Quarles Adrien**  
Politics & Government Outreach  
o: [genelleadrien@fb.com](mailto:genelleadrien@fb.com) | w: [facebook.com/gpa](https://facebook.com/gpa)

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Wednesday, September 9, 2020 at 1:26 PM

**To:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>  
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**Subject:** RE: IG Error Message

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I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot. Appreciate any advice on how to avoid these issues in the future.

Let me know if anyone has any questions- and many thanks, all!

Kathleen Layton

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Hi Airton, Genelle, and Julia,

Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!

We hosted a Question and Answer session on our Instagram profile earlier this week using the Question sticker in Instagram stories. This was a two-hour event on our end, and during the last ~15 minutes, we were unable to go scroll back through questions that were submitted earlier in the event to our profile. We could only see a preview of the most recent questions that had been submitted by users. When attempting to view the full pane of questions users were asking we received the attached error message.

We did have multiple people logged into our profile (4 total) and were refreshing the question sticker, but needed to do so given the volume of user responses we were receiving. Any insight into how to trouble shoot this in the future would be helpful as we do want to be able to engage with users when hosting these sorts of events on our Instagram profile.

Thanks,

Kathleen Layton



**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, August 25, 2020 8:53 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Re: CDC Ad Credits

Thanks Jay,

Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

Thank you,  
-Airton

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**Cc:** Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** RE: CDC Ad Credits

Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms & Conditions. However, I'm not seeing an option on our payment settings page to adjust the account spending limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.

Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you include Hallie Averbach on the meeting invite when you send?

Thanks & please let me know how I can resolve the issue around updating the account spending limit.

Jay

Daily Summary

**August 25, 2020**

Daily spend is deducted from your balance.

**\$529,207.42**

Available Balance

Payment Methods

Add Money

Credits

View More



**Ad Credits**

Will be charged before other payment methods for ads run after credit was claimed.

**Total**

\$529,207.42

Payment Details

**Prepaid Balance: \$0.00**

Inactive



**Ad Credit: \$0.00 USD**

Expires on 12/30/20, 11:59 PM

Will be charged before other payment methods for ads run after credit was claimed

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Tuesday, August 25, 2020 11:12 AM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

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**Subject:** CDC Ad Credits

Hi CDC Team,

Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) – the new *ad credit* balance on the account should read \$529,207.42 as of today (8/25).

When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found \_\_\_\_ & below). We will complete transfer of remaining coupons. **Please adjust the account spending limit to the new total by following the instructions [here](#).**

### **Ad Credit Coupon Terms and Conditions**

1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the email or other notification sent to you with your Coupon details and by these terms and conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad Coupon Terms, then you must not use Coupons.
2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (\_\_\_\_\_), Facebook’s Commercial Terms (\_\_\_\_\_), and Facebook’s Advertising Policies (\_\_\_\_\_).
3. You must have an advertiser account in good standing with Facebook to redeem Coupons. Facebook is solely responsible for determining whether your account is in good standing and its decision in this regard is final.
4. Coupons have no cash value and no refund, cash or any other substitute will be provided if all or some of the Coupon amount is not redeemed before the applicable expiration date.
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Last Updated November 6, 2018

Airton | Government

**FACEBOOK**

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Thu, 10 Sep 2020 16:53:05 +0000  
**To:** Genelle Adrien; Dempsey, Jay H. (CDC/OD/OADC); Julia Eisman; Annie Lewis; Payton Itheme; Sharon Yang  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: IG Error Message  
**Attachments:** CDCPSAMarioGuini.es\_LA.srt, CDC PSA - Mario Guini (Clean).mp4

Hi Genelle,

Sure- we're trying to upload the attached caption file to the accompanying video. Any insight would be helpful in troubleshooting this on our Spanish Facebook profile: <https://facebook.com/cdcespanol>.

Thank you for the insight on the sticker issue- I'll relay this info and keep this in mind for the future.

Kathleen Layton

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Thank you!  
Genelle

## FACEBOOK

**Genelle Quarles Adrien**

Politics & Government Outreach

e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com) | w: [facebook.com/gpa](https://facebook.com/gpa)

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Wednesday, September 9, 2020 at 1:26 PM  
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**Subject:** Re: CDC Ad Credits

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Jay

**Daily Summary**

**August 25, 2020**

Daily spend is deducted from your balance.

**\$529,207.42**

Available Balance

**Payment Methods**

[Add Money](#)

Credits

[View More](#)



**Ad Credits**

Will be charged before other payment methods for ads run after credit was claimed.

**Total**

\$529,207.42

Payment Details

**Prepaid Balance: \$0.00**

Inactive



**Ad Credit: \$0.00 USD**

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**Subject:** CDC Ad Credits



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1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the email or other notification sent to you with your Coupon details and by these terms and conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad Coupon Terms, then you must not use Coupons.
2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (\_\_\_\_\_), Facebook’s Commercial Terms (\_\_\_\_\_), and Facebook’s Advertising Policies (\_\_\_\_\_).
3. You must have an advertiser account in good standing with Facebook to redeem Coupons. Facebook is solely responsible for determining whether your account is in good standing and its decision in this regard is final.
4. Coupons have no cash value and no refund, cash or any other substitute will be provided if all or some of the Coupon amount is not redeemed before the applicable expiration date.
5. Coupons will not be replaced if lost, stolen or otherwise rendered irredeemable. If you suspect that a Coupon is being used without your permission or in breach of the Ad Coupon Terms, please contact Facebook immediately.
6. All Coupon redemptions are final and are subject to review and verification by Facebook.
7. Coupons are void where: (i) their use is restricted, prohibited or taxed; (ii) they are not obtained through legitimate channels; (iii) any part of the Coupon is counterfeit, altered, defective, tampered with or irregular in any way; (iv) the Coupon is obtained through fraud or deception; (v) or where other restrictions apply.
8. Facebook reserves the right to charge you for advertising that has been paid for by Coupons if your use of Coupons is in breach of the Ad Coupon Terms.
9. Facebook may amend, suspend, or terminate Coupons at any time without prior notice or consent.
10. Any questions or issues relating to Coupons will be determined at Facebook’s sole discretion and its decisions in this regard are final and binding.
11. You must not use Coupons in any way that would violate applicable laws, including in a manner that would constitute bribery, an illegal kickback, an illegal campaign contribution, or any other violation of applicable anti-corruption, political activity, or other laws.
12. If you are a government or political entity or official, then you agree that your receipt and use of Coupons is in compliance with all rules and regulations applicable to your entity or organization governing the acceptance of things of value. A government entity includes, but is not limited to, government agencies at any level, businesses owned or controlled by a government entity or official, and public international organizations (such as the United Nations or the World Health Organization). A government official includes any officials, employees, and anyone else who acts in an official capacity on behalf of any of the above, as well as their family members. A political

entity or official means political parties, campaigns, and candidates, including any officials, employees, and anyone else who acts in an official capacity on their behalf, as well as their family members.

13. Facebook may update or amend the Ad Coupon Terms at any time without prior notice to you.

These Terms govern your use of Coupons. Use of Coupons are part of “Facebook Products” under Facebook’s Terms of Service ( \_\_\_\_\_ ), and your use of these Coupons is deemed part of your use of, and actions on, the “Facebook Products.” These Terms do not replace any terms applicable to your purchase of advertising inventory from Facebook, and such terms will continue to apply to your ad campaigns for which you are using Coupons. In the event of any conflict between these Terms and such terms or the Terms of Service, these Terms will govern solely with respect to your use of Coupons, and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time, and your continued use of these features constitutes acceptance of those changes.

Last Updated November 6, 2018

Airtion | Government

**FACEBOOK**

**From:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Sent:** Wed, 22 Jul 2020 18:18:57 +0000  
**To:** Airton Tatoug Kamdem;Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Payton Itheme;Darcey Kane Geary;Annie Lewis;Julia Eisman;Genelle Adrien;Sharon Yang;Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** RE: Incoming CDC ads manager

Hi Airton,

It's nice to meet you (virtually)! I am still waiting on the card to come in the mail with a confirmation code to prove my residence. I requested a new one this morning but got a notification from Facebook saying my temporary identity confirmation will expire soon around lunchtime. Hopefully the new card comes in the mail soon!

Best,  
Hallie

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Wednesday, July 22, 2020 1:10 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
**Subject:** Re: Incoming CDC ads manager

Thanks Laura,

Hallie appears to be good-to-go on our end but please let us know if you notice otherwise from your side.

Best,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Date:** Wednesday, July 22, 2020 at 10:10 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Cc:** Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** RE: Incoming CDC ads manager

Good morning Airton,

I wanted to follow up with you on Hallie Averbach's access to become a verified ad publisher. Hallie (CC'd) will start as Ad Manager in August. Can you fast track her access to become verified?

Appreciate your help!

Laura

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Tuesday, July 14, 2020 2:33 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
**Subject:** Incoming CDC ads manager

Hi Airton and team,

I am introducing you to Hallie Averbach, who will be managing CDC paid ads starting on August 14 when I will be rotating off the COVID-19 response.

Hallie submitted her information to become verified to publish ad content using the ad credits and is waiting on the verification code to be mailed. If you can fast-track her through the process, we would greatly appreciate it!

Thanks so much!

Laura



**Laura Leidner**  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention  
Center for Global Health  
(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)  
Follow @CDCglobal on [Facebook](#), [Instagram](#), and [Twitter](#)

**From:** Airton Tatoug Kamdem  
**Sent:** Wed, 22 Jul 2020 21:57:47 +0000  
**To:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR); Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Payton Itheme; Darcey Kane Geary; Annie Lewis; Julia Eisman; Genelle Adrien; Sharon Yang; Dempsey, Jay H. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: Incoming CDC ads manager

Hi Hallie,

Great to e-meet you as well, we appreciate the update.  
Please let us know if you don't notice the code in the mail in the next couple of days.

Thank you,  
-Airton

**From:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Date:** Wednesday, July 22, 2020 at 2:19 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>  
**Cc:** Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Annie Lewis <alewis@fb.com>, Julia Eisman <juliaeisman@fb.com>, Genelle Adrien <genelleadrien@fb.com>, Sharon Yang <syang@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
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**Sent:** Wednesday, July 22, 2020 1:10 PM  
**To:** Leidner, Laura (CDC/DDPHSIS/CGH/OD) <ysi7@cdc.gov>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9@cdc.gov>  
**Cc:** Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Annie Lewis <alewis@fb.com>; Julia Eisman <juliaeisman@fb.com>; Genelle Adrien <genelleadrien@fb.com>; Sharon Yang <syang@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>  
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Best,  
-Airton

**From:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <[ysi7@cdc.gov](mailto:ysi7@cdc.gov)>  
**Date:** Wednesday, July 22, 2020 at 10:10 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <[gck9@cdc.gov](mailto:gck9@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** RE: Incoming CDC ads manager

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Appreciate your help!

Laura

**From:** Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Sent:** Tuesday, July 14, 2020 2:33 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <[gck9@cdc.gov](mailto:gck9@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
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Thanks so much!

Laura



**Laura Leidner**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

Center for Global Health

(404) 718-6471 | [lleidner@cdc.gov](mailto:lleidner@cdc.gov)

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**From:** Airton Tatoug Kamdem  
**Sent:** Mon, 15 Jun 2020 02:24:40 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS);Leidner, Laura (CDC/DDPHSIS/CGH/OD)  
**Cc:** Payton Iheme;Darcey Kane Geary;Annie Lewis;Julia Eisman;Genelle Adrien;Sharon Yang  
**Subject:** Re: Incoming CDC ads manager

Hi Jay,

Thank you for the heads up, excited to work with you Laura. Please let us know if you have any questions or hiccups with the authorization process and we'll keep a lookout on our end -- thanks for helping us push the project forward Sloane.

Best,  
-Airton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Friday, June 12, 2020 at 5:41 PM  
**To:** Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Leidner, Laura (CDC/DDPHSIS/CGH/OD)" <ysi7@cdc.gov>, "Bowman, Sloane A. (CDC/DDID/NCHHSTP/DHPIRS)" <wnv2@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** Incoming CDC ads manager

Hi Facebook Team- Introducing you all to Laura Leidner, who is coming on board to manage CDC paid ad content beginning Monday, June 15<sup>th</sup>. Sloane Bowman will conclude her time on the COVID-19 response on Thursday, June 18<sup>th</sup>.

Laura has submitted her information to become verified to publish ad content using the ad credits but is waiting on the verification code to be mailed to her. Flagger for you here in case there's anyway to help fast-track her through the process.

Thanks and hope you all are doing well!


Jay

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

Teleworking  
Mobile: 404-910-8478



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 Join us on [Facebook](#)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 28 Apr 2020 00:50:54 +0000  
**To:** Stanley Onyimba;Smith, Fred (CDC/OD/OADC)  
**Cc:** Cong Chen;Richman, Lisa M. (CDC/OD/OADC);Verma, Rohit (CDC/OD/OADC);Casanova, Alex (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR);Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

We are ok with disclaimer rem

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Monday, April 27, 2020 8:42:46 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

On Mon, Apr 27, 2020 at 12:38 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:

Thanks Stanley

(b)(5)

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, April 27, 2020 3:31 PM  
**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rv9@cdc.gov](mailto:rv9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Hi Fred,

Thanks for the update! Great to hear that you all are experts on markup now and should have the

(b)(5)

The spreadsheet-based approach is only a backup if the CDC wasn't able to implement the markup quickly so you can disregard this for now.

Thanks,

Stanley

On Mon, Apr 27, 2020 at 12:28 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is very impressive! :) Thank you Fred and the CDC team!

A quick related comment on the content. I noticed a few places in the shared doc where content is highlighted in bold. e.g. "Symptoms that may appear **2-14 days after exposure to the virus:**"

Wanted to let you know that our data ingestion pipeline will not preserve bold texts, and thus on the product UI, it will be displayed as "Symptoms that may appear 2-14 days after exposure to the virus:".

Thanks a lot,

Cong

On Mon, Apr 27, 2020 at 3:12 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:

Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay

Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Monday, April 27, 2020 3:08 PM

**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.
- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

(b)(5)

Thanks,

Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Thursday, April 23, 2020 4:07 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>;

Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC)

<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; LaPorte, Kathleen

(CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the markup/content guidelines document to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.
3. Markup the web content per the new markup/content guidelines document
4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)



Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,

Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Friday, March 6, 2020 2:39 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>

**Cc:** Verma, Rohit (CDC/OD/OADC) <rv9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (cvp9@cdc.gov)

-Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized SOS Alerts with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,

Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!

Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus

KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,

Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
Sent: Wednesday, February 12, 2020 1:59 PM  
To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [josclcal@google.com](mailto:josclcal@google.com); Crawford, Carol Y. (CDC/OD/OADC)  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba  
Sent: Sunday, February 9, 2020 6:02:42 PM  
To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>; [merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>; <[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>>; [jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; <[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone] <[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>>>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>>;

[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>  
<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm -  
3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329,  
BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-  
15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%28%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)

[Ponente+%28%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%28%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en))

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone [+1 661-491-5626](tel:+16614915626)<[tel:+1661491-5626](tel:+16614915626)> PIN 558374# More phone

numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luis Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>

more details

>><[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZlZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZlZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

>><[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com



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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

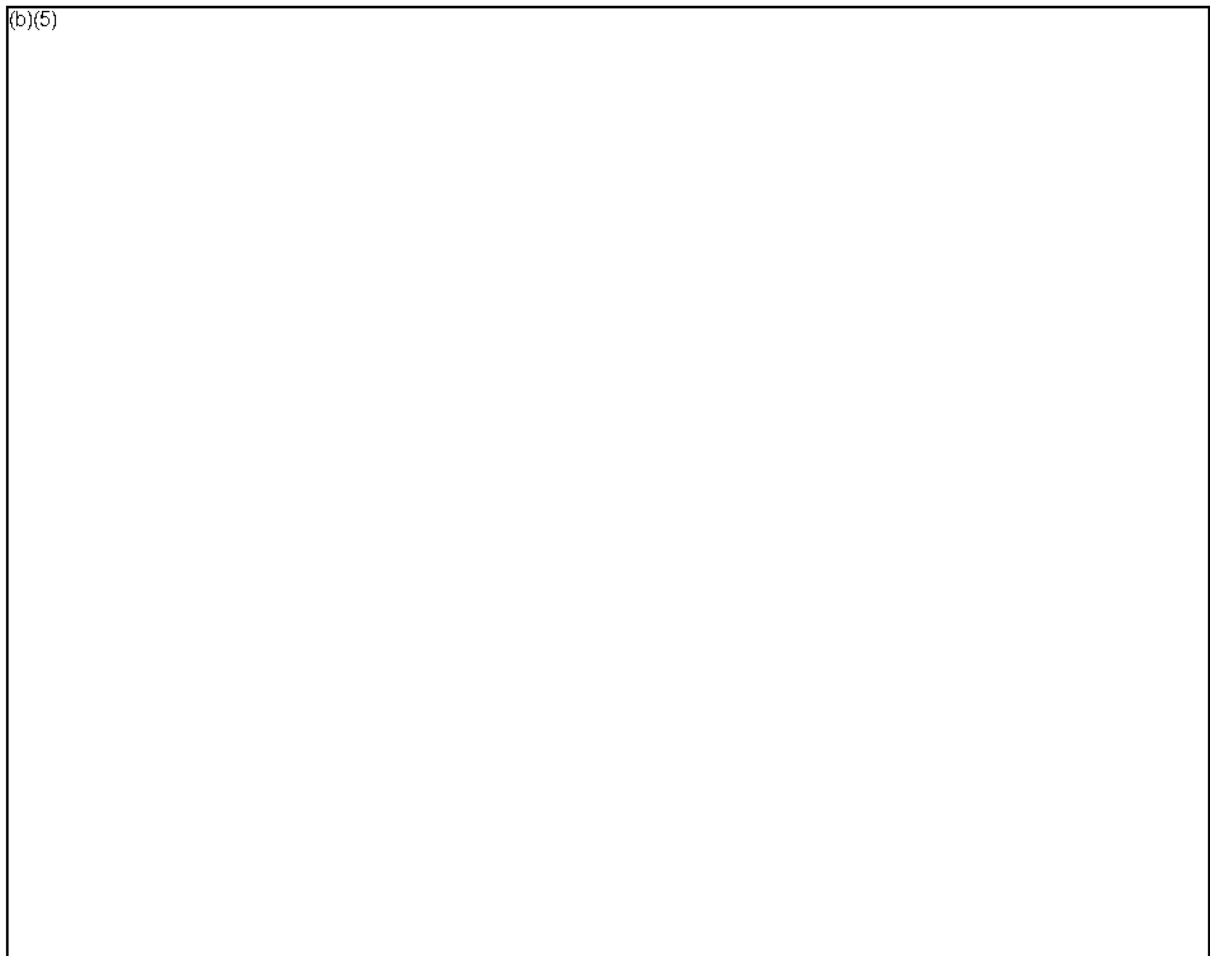
**From:** Stanley Onyimba  
**Sent:** Tue, 28 Apr 2020 10:54:34 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Cong Chen; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCCO/OD) (CTR); Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** Google Feedback - Google Knowledge Panel \_ Symptoms Prevention and Treatment 4.24.2020.pdf

Hi Fred,

I've re-attached the pdf and included the feedback in the body of the email just in case.

*Google feedback:*

\* new feedback is highlighted in blue



Thanks,  
Stanley

On Tue, Apr 28, 2020 at 10:40 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:

Hi Stanley

I believe we have the markup ready. Scott?

But we'll have to make changes per below.

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Tuesday, April 28, 2020 1:30 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Cong Chen <congchen@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi CDC Team,

(b)(5)

@Smith, Fred (CDC/OD/OADC) - How is the markup implementation coming along? If EOD is no longer feasible, we can manually push the final approved content as a one off today and then switch to markup later in the week when the markup is complete.

(b)(5)

(b)(5)

Thanks,

Stanley

On Mon, Apr 27, 2020 at 6:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

You're amazing! Thanks, Carol!

On Mon, Apr 27, 2020, 5:59 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

I received clearance tonight. Disclaimer change is OK. And below is the Overview text that was cleared. Thanks!

## Overview

COVID-19 is caused by a coronavirus called SARS-CoV-2. Older adults and people who have severe underlying medical conditions like heart or lung disease or diabetes seem to be at higher risk for developing more serious complications from COVID-19 illness.

### HOW IT SPREADS

It is thought to spread mainly from person to person, mainly through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs. Spread is more likely when people are in close contact with one another (within about 6 feet).

COVID-19 seems to be spreading easily and sustainably in the community (“community spread”) in many affected geographic areas. Community spread means people have been infected with the virus in an area, including some who are not sure how or where they became infected.

Learn more link - <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 8:43 PM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rv9@cdc.gov](mailto:rv9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

(b)(5)

(b)(5)

On Mon, Apr 27, 2020 at 12:38 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Thanks Stanley

We're working on a couple of different releases of things today. (b)(5)

(b)(5)

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 3:31 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rcv9@cdc.gov](mailto:rcv9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5)

The spreadsheet-based approach is only a backup if the CDC wasn't able to implement the markup quickly so you can disregard this for now.

Thanks,

Stanley

On Mon, Apr 27, 2020 at 12:28 PM Cong Chen <[congchcn@google.com](mailto:congchcn@google.com)> wrote:

That is very impressive! :) Thank you Fred and the CDC team!

A quick related comment on the content. I noticed a few places in the shared doc where content is highlighted in bold. e.g. "Symptoms that may appear **2-14 days after exposure to the virus:**"

Wanted to let you know that our data ingestion pipeline will not preserve bold texts, and thus on the product UI, it will be displayed as "Symptoms that may appear 2-14 days after exposure to the virus:".

Thanks a lot,

Cong

On Mon, Apr 27, 2020 at 3:12 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay

Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 3:08 PM

**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.
- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

- (b)(5)
- (b)(5)

Thanks,

Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov> wrote:



Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Thursday, April 23, 2020 4:07 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5)

based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

1. (b)(5)
- 2.

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.
3. Markup the web content per the new markup/content guidelines document
4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y.

(CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <congchen@google.com> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>  
**Sent:** Friday, March 6, 2020 3:55 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,

Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 2:39 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

-Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized SOS Alerts with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,

Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!

Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, February 18, 2020 3:44 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,

Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [mcerritta@google.com](mailto:mcerritta@google.com); [jlsoarcs@google.com](mailto:jlsoarcs@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen;



[josclcal@google.com](mailto:josclcal@google.com); Crawford, Carol Y. (CDC/OD/OADC)  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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From: Stanley Onyimba  
Sent: Sunday, February 9, 2020 6:02:42 PM  
To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>; [merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>; <[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>>; [jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; <[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone] <[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>>>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>>; [josclcal@google.com](mailto:josclcal@google.com)<<mailto:josclcal@google.com>>>; <[josclcal@google.com](mailto:josclcal@google.com)<<mailto:josclcal@google.com>>>>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,-1600+Clifton+Road,-Atlanta,-GA-30329,-BHZ-BLV-15-Ponente+%282%29-%5BGVC,-No+External+Guests,-Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,-1600+Clifton+Road,-Atlanta,-GA-30329,-BHZ-BLV-15-Ponente+%282%29-%5BGVC,-No+External+Guests,-Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:-1%20661-491-5626>> PIN 558374# More phone numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luis Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>

more details

>>[https://www.google.com/calendar/event?action=VIEW&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<<https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2>

[lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1) more options  
»<[https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

Google Knowledge Panel: COVID-19

(b)(5)



(b)(5)

(b)(5)



**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Mon, 27 Apr 2020 19:31:49 +0000  
**To:** Cong Chen  
**Cc:** Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR); Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks

**From:** Cong Chen <congchen@google.com>  
**Sent:** Monday, April 27, 2020 3:28 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

That is very impressive! :) Thank you Fred and the CDC team!

A quick related comment on the content. I noticed a few places in the shared doc where content is highlighted in bold. e.g. "Symptoms that may appear **2-14 days after exposure to the virus:**"  
Wanted to let you know that our data ingestion pipeline will not preserve bold texts, and thus on the product UI, it will be displayed as "Symptoms that may appear 2-14 days after exposure to the virus:".

Thanks a lot,  
Cong

On Mon, Apr 27, 2020 at 3:12 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay

Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Monday, April 27, 2020 3:08 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.
- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

(b)(5)

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Thursday, April 23, 2020 4:07 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that you guys

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>;

Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>;  
Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)  
([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>;  
Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>;  
Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)  
([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:  
Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Friday, March 6, 2020 2:39 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>

**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

+Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,  
Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Lisa,

(b)(5)

Thanks!  
Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) - to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, February 18, 2020 3:44 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)  
Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)  
Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----  
From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba

Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;

[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>

<[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>

>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>; Cong Chen

<[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;

[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>

<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)

<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>>

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)

When: Thursday, February 13, 2020 2:30 PM-3:30 PM.

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone [+1 661-491-5626](tel:+1661-491-5626)<<tel:+1661-491-5626>> PIN 558374# More phone



numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<<https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2>

[Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/?hl=en&es=1)

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Mon, 27 Apr 2020 14:09:30 +0000  
**To:** Stanley Onyimba;Richman, Lisa M. (CDC/OD/OADC)  
**Cc:** Cong Chen;Verma, Rohit (CDC/OD/OADC);Casanova, Alex (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);LaPorte, Kathleen (CDC/DDID/NCIRD/ID)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** Google Knowledge Panel \_ Symptoms Prevention and Treatment 4.24.2020 (002) SP\_.docx

Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, April 23, 2020 4:07 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5)

based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,  
Stanley

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Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that you guys

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 2:39 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>;

Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

+[Cong Chen](#)

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,  
Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!  
Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jisoares@google.com](mailto:jisoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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From: Stanley Onyimba

Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;

[jisoares@google.com](mailto:jisoares@google.com)<<mailto:jisoares@google.com>>

<[jisoares@google.com](mailto:jisoares@google.com)<<mailto:jisoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<ma



[ilto:google.com\\_726f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:ilto:google.com_726f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>  
>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>; Cong Chen  
<[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;  
[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>  
<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)  
([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-  
Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente  
(2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:+120661-491-5626>> PIN 558374# More phone  
numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1naiVma2lkM2Rvampra2Q0djkZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWVhNTFimzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1naiVma2lkM2Rvampra2Q0djkZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWVhNTFimzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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(b)(5)

(b)(5)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 24 Apr 2020 16:48:06 +0000  
**To:** Cong Chen  
**Cc:** Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

THanks

**From:** Cong Chen <congchen@google.com>  
**Sent:** Friday, April 24, 2020 11:31 AM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

Np! Here's a PDF version of the markup/content documentation. I've shared the original doc with your CDC email as well.

Have a great weekend ahead! Do let Stanley and I know if there's anything else we can help with.  
Cong

On Fri, Apr 24, 2020 at 8:09 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
We aren't able to get to the markup/content guidelines document. Permission needed. Can you either email that to me or add my account so I can download it for the team?

Thanks

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, April 23, 2020 4:07 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5) es

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that you guys

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <congchen@google.com> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)



Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:  
Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, March 6, 2020 2:39 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

+Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,

Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!

Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)  
Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)  
Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba

Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<mailto:sonyimba@google.com>>;

[merritta@google.com](mailto:merritta@google.com)<mailto:merritta@google.com>

<[merritta@google.com](mailto:merritta@google.com)<mailto:merritta@google.com>>;

[jlsoares@google.com](mailto:jlsoares@google.com)<mailto:jlsoares@google.com>

<[jlsoares@google.com](mailto:jlsoares@google.com)<mailto:jlsoares@google.com>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<mailto:google.com\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com>

>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<mailto:evp9@cdc.gov>>; Cong Chen

<[congchen@google.com](mailto:congchen@google.com)<mailto:congchen@google.com>>;

[joseleal@google.com](mailto:joseleal@google.com)<mailto:joseleal@google.com>

<[joseleal@google.com](mailto:joseleal@google.com)<mailto:joseleal@google.com>>; Crawford, Carol Y. (CDC/OD/OADC)

<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<mailto:cjy1@cdc.gov>>

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)

([evp9@cdc.gov](mailto:evp9@cdc.gov)<mailto:evp9@cdc.gov>)

When: Thursday, February 13, 2020 2:30 PM-3:30 PM.

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)

[Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<tel:+1%20661-491-5626> PIN 558374# More phone

numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<mailto:evp9@cdc.gov>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<mailto:merritta@google.com>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<mailto:evp9@cdc.gov>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<mailto:cjy1@cdc.gov>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<mailto:evp9@cdc.gov>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Tue, 28 Apr 2020 17:44:29 +0000  
**To:** Stanley Onyimba; Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Cong Chen; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR); Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Stanley

The attachment won't open. Can you resend?

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, April 28, 2020 1:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Cong Chen <congchen@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi CDC Team,

(b)(5)

@Smith, Fred (CDC/OD/OADC) - How is the markup implementation coming along? If EOD is no longer feasible, we can manually push the final approved content as a one off today and then switch to markup later in the week when the markup is complete.

*Google feedback:*

(b)(5)

(b)(5)

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 6:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
You're amazing! Thanks, Carol!

On Mon, Apr 27, 2020, 5:59 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
I received clearance tonight. Disclaimer change is OK. And below is the Overview text that was cleared.  
Thanks!

## Overview

COVID-19 is caused by a coronavirus called SARS-CoV-2. Older adults and people who have severe underlying medical conditions like heart or lung disease or diabetes seem to be at higher risk for developing more serious complications from COVID-19 illness.

### HOW IT SPREADS

It is thought to spread mainly from person to person, mainly through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs. Spread is more likely when people are in close contact with one another (within about 6 feet).

COVID-19 seems to be spreading easily and sustainably in the community (“community spread”) in many affected geographic areas. Community spread means people have been infected with the virus in an area, including some who are not sure how or where they became infected.



Learn more link - <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, April 27, 2020 8:43 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

(b)(5)

On Mon, Apr 27, 2020 at 12:38 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Stanley

(b)(5)

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, April 27, 2020 3:31 PM  
**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5)

The spreadsheet-based approach is only a backup if the CDC wasn't able to implement the markup quickly so you can disregard this for now.

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 12:28 PM Cong Chen <congchen@google.com> wrote:  
That is very impressive! :) Thank you Fred and the CDC team!

A quick related comment on the content. I noticed a few places in the shared doc where content is highlighted in bold. e.g. "Symptoms that may appear **2-14 days after exposure to the virus:**"  
Wanted to let you know that our data ingestion pipeline will not preserve bold texts, and thus on the product UI, it will be displayed as "Symptoms that may appear 2-14 days after exposure to the virus:".

Thanks a lot,  
Cong

On Mon, Apr 27, 2020 at 3:12 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay

Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Monday, April 27, 2020 3:08 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.

- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

(b)(5)

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, April 23, 2020 4:07 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 2:39 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>;

Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

+[Cong Chen](#)

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

As a follow-up to our last discussion, I wanted to share a more comprehensive [markup/content document](#) with examples on how to markup CDC content for the COVID-19 KP. Please review and refer to [COVID-19 Technical Documentation](#) when marking up the draft content and let us know if you have any questions.

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,  
Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!  
Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:  
Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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From: Stanley Onyimba

Sent: Sunday, February 9, 2020 6:02:42 PM



To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;  
[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>  
<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;  
[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>  
<[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No External  
Guests, Phone]  
<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>  
>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>; Cong Chen  
<[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;  
[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>  
<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)  
([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-  
Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente  
(2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:+120661-491-5626>> PIN 558374# More phone  
numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Thu, 30 Apr 2020 21:03:15 +0000  
**To:** Cong Chen  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Stanley Onyimba; Smith, Fred (CDC/OD/OADC); Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Got it. Once Carol concurs, I'll get the markup changes posted on the webpage.

**From:** Cong Chen <congchen@google.com>  
**Sent:** Thursday, April 30, 2020 4:42 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Scott,

(b)(5)

Thank you!  
Cong

**From:** Priya Gangolly  
**Sent:** Fri, 4 Sep 2020 23:43:39 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Iheme  
**Subject:** Re: FYI - "Facts about voting" module

Thanks for the heads up about the link! Please let me know whenever the link changes and we'll make that change on our end.

Thanks and have a restful long weekend

Priya

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Friday, September 4, 2020 at 4:45 AM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Cc:** Payton Iheme <payton@fb.com>  
**Subject:** RE: FYI - "Facts about voting" module

Sorry for my delay, I appreciate the heads up that your adding the link. (b)(5)

(b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, September 2, 2020 9:25 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>  
**Subject:** Re: FYI - "Facts about voting" module

Hi Carol,

I wanted to share another, smaller card in the Voting Information Center where we are thinking about directly linking out to CDC's guidance for voters. CDC is mentioned at the bottom right of this card. Since we did not bring any of CDC's content into the page, we are linking out directly to this page: <https://www.cdc.gov/coronavirus/2019-ncov/community/election-polling-locations.html>

(b)(5)

Thanks,  
Priya

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Date:** Thursday, July 30, 2020 at 1:48 PM

**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Cc:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** RE: FYI - "Facts about voting" module

Thanks for heads up.

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Sent:** Thursday, July 30, 2020 3:01 PM

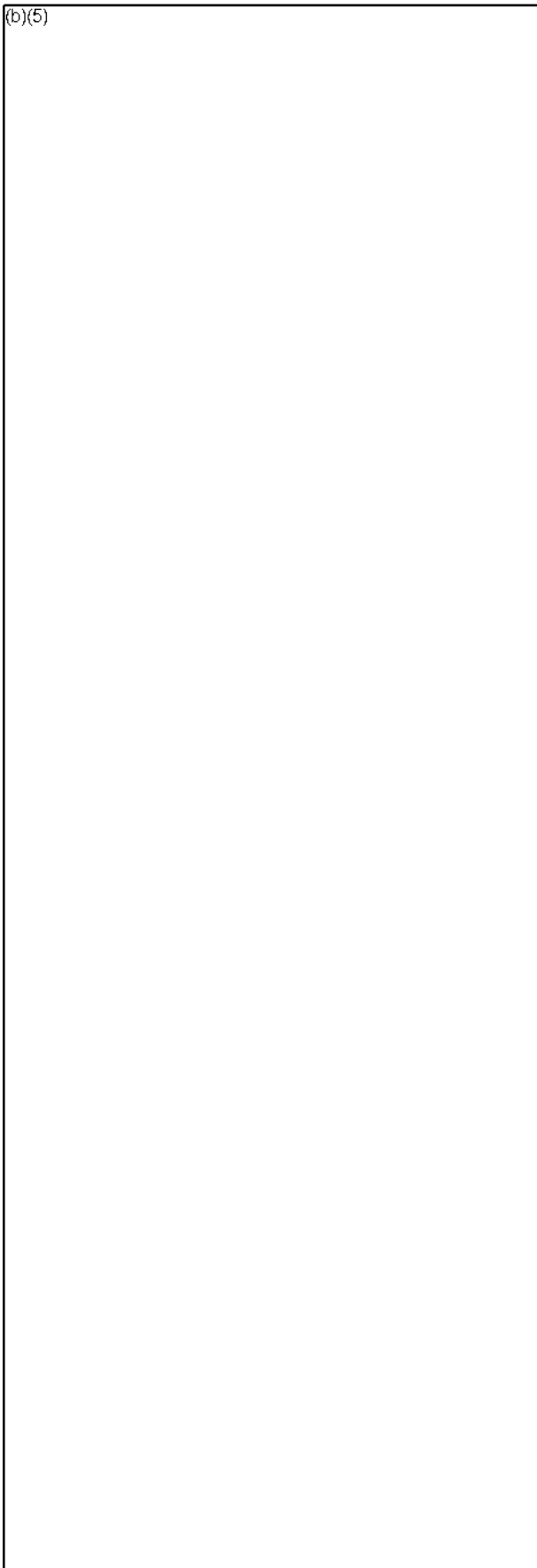
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** FYI - "Facts about voting" module

Hi Carol,

I wanted to share a new module our Civic Integrity team is developing (screenshot below). They are creating a "Facts about Voting" module in a Voting Information Center (similar set-up as the Coronavirus Information Center) Facebook is developing leading up to the election. The module's content is from the Bipartisan Policy Center, and one of the sections is on facts around voting during COVID-19. I am sharing with you because, in their content, they have included a link that directs people to CDC.gov. Please let me know if you have any questions.

Thanks,  
Priya

(b)(5)





**From:** Priya Gangolly  
**Sent:** Thu, 3 Sep 2020 01:47:11 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Iheme  
**Subject:** Re: FYI - "Facts about voting" module

I mistakenly sent the wrong link – here is the correct one: <https://www.cdc.gov/coronavirus/2019-ncov/community/election-polling-locations.html#VoterRecommendations>

**From:** Priya Gangolly <pgangolly@fb.com>  
**Date:** Wednesday, September 2, 2020 at 6:24 PM  
**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>  
**Subject:** Re: FYI - "Facts about voting" module

Hi Carol,

I wanted to share another, smaller card in the Voting Information Center where we are thinking about directly linking out to CDC's guidance for voters. CDC is mentioned at the bottom right of this card. Since we did not bring any of CDC's content into the page, we are linking out directly to this page: <https://www.cdc.gov/coronavirus/2019-ncov/community/election-polling-locations.html>

(b)(5)

Thanks,  
Priya

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Date:** Thursday, July 30, 2020 at 1:48 PM

**To:** Priya Gangolly <pgangolly@fb.com>

**Cc:** Payton Ihome <payton@fb.com>

**Subject:** RE: FYI - "Facts about voting" module

Thanks for heads up.

**From:** Priya Gangolly <pgangolly@fb.com>

**Sent:** Thursday, July 30, 2020 3:01 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Itheme <payton@fb.com>  
**Subject:** FYI - "Facts about voting" module

Hi Carol,

I wanted to share a new module our Civic Integrity team is developing (screenshot below). They are creating a "Facts about Voting" module in a Voting Information Center (similar set-up as the Coronavirus Information Center) Facebook is developing leading up to the election. The module's content is from the Bipartisan Policy Center, and one of the sections is on facts around voting during COVID-19. I am sharing with you because, in their content, they have included a link that directs people to CDC.gov. Please let me know if you have any questions.

Thanks,  
Priya

(b)(5)

**From:** Herrera, Rosa L. (CDC/DDPHSS/OS/OD)  
**Sent:** Fri, 8 May 2020 21:00:41 +0000  
**To:** Johnny Luu  
**Cc:** Puddy, Richard (CDC/OD/OADPS); Jan Antonaros; Stanley Onyimba; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD); CDC IMS 2019 NCOV Response At Risk Social Behavioral Health; Crawford, Carol Y. (CDC/OD/OADC); Patterson, Sara S. (CDC/OD/OADPS); Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD); Parker, Erin M. (CDC/DDNID/NCIPC/DOP); Dowling, Nicole (CDC/DDNID/NCCDPPH/DCPC)  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Excellent, thank you!

**From:** Johnny Luu <johnnyluu@google.com>  
**Sent:** Friday, May 8, 2020 4:45 PM  
**To:** Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov>  
**Cc:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Jan Antonaros <jantonaros@google.com>; Stanley Onyimba <sonyimba@google.com>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <yhb3@cdc.gov>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <eocevent347@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <vig4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPPH/DCPC) <ncd5@cdc.gov>  
**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Of course. Sending along a zip file with a whole bunch of options!

On Fri, May 8, 2020 at 1:41 PM Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov> wrote:

Thank you, Google colleagues. Really exciting to see and be a part of this (b)(5)

(b)(5)

Thanks!  
Rosa

Rosa Herrera  
CIARTF Communications Lead  
CDC COVID-19 Response

**From:** Johnny Luu <johnnyluu@google.com>  
**Sent:** Friday, May 8, 2020 11:33 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>; Stanley Onyimba <sonyimba@google.com>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <yhb3@cdc.gov>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <eocevent347@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <vig4@cdc.gov>; Dowling, Nicole

(CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>

**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

And a blogpost [here](#) by our head of Google Health.

On Fri, May 8, 2020 at 5:16 AM Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)> wrote:  
Greetings Jan and hello Stanley!

It has been a real pleasure working with you on getting to this point in the Be Kind to Your Mind release. I'm thrilled to hear about all the complementary activity occurring to drive viewers to the site.

Is there a way we might circle back with you early next week to see any web metrics driving viewers from the other channels to your site, and eventually to the CDC Stress and Coping page? Seeing some of those results would be very insightful to those of us working on the COVID-19 Response.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



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Protecting People.  
© 2014-2017

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, May 7, 2020 10:21 PM

**To:** Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Cc:** Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)>; Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <[eocevent347@cdc.gov](mailto:eocevent347@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <[guh3@cdc.gov](mailto:guh3@cdc.gov)>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <[vig4@cdc.gov](mailto:vig4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>

**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Team CDC,

Adding my colleague +[Stanley Onyimba](#)

Thanks again for your help in getting the "Be Kind to Your Mind" campaign live across the US! We'd like to confirm that the campaign is now 100% ramped on Search and we plan to promote the campaign through the follow channels:

1. **Google Keyword Post:** We plan to release a blog post about our mental wellness initiatives including the "Be Kind to Your Mind" campaign tomorrow in the The Keyword
2. **Fortune Magazine Op-ed:** David Feinberg (Head of Google Health) authored an op-ed for Fortune Magazine about mental health during COVID-19 and mentioned our collaboration with the health authorities like CDC.
3. **Twitter Posts:** Sundar Pichai (CEO), David Feinberg (Head of Google Health), and our Google Health team plan to post Tweet about the campaign and tag @CDCgov tomorrow (format below)

1. PAUSE. Breathe. Notice how you feel
2. TAKE BREAKS from COVID-19 content
3. MAKE TIME to sleep & exercise
4. REACH OUT & stay connected
5. SEEK HELP if overwhelmed or unsafe

4. **FaceBook Post:** We plan to post the standard campaign image along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."

Find more helpful resources and tools for mental wellbeing → [LINK TO BLOG](#)

5. **Instagram Post:** We plan to post the standard campaign image along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."

We expect that the social media mentions as well as the homepage promo on 5/9 will significantly increase the campaign's reach. Please let us know if you have any questions or concerns.

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, May 5, 2020 at 7:11 PM Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)> wrote:  
That looks great. And free to share my contact if they want to know more

thx

On Tue, May 5, 2020 at 3:40 PM Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)> wrote:  
Hi Johnny and Jan,

As my colleagues mentioned below, CDC has been asked to provide insight for a CNN feature article about “how humans are finding ways to connect during a global crisis and how technology is helping.” This is how I plan to implement the Google initiative. Please let me know if there are any concerns with the highlighted sentence below before I share with the author.

Thanks,  
Kate

**Q: How is technology a connection for people in isolation now more than ever? (i.e. mental health, access to loved ones, access to resources online)**

(b)(5)



Best,  
Kate



**Kate Grusich**

CDC Public Affairs

(o) [770-488-3337](tel:770-488-3337)

(c) [404-414-7070](tel:404-414-7070)

**From:** Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)>

**Sent:** Monday, May 4, 2020 4:26 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <[eocevent347@cdc.gov](mailto:eocevent347@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <[guh3@cdc.gov](mailto:guh3@cdc.gov)>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <[vig4@cdc.gov](mailto:vig4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>

**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi there, we'd love to work with the reporter and share (if both groups are comfortable and have appropriate sign off) at a high-level that we're collaborating on sharing covid-related mental wellbeing tips via Google. Some draft language below; would be very open to feedback!

While COVID-19 has taken a visible physical and economic toll on communities, the pandemic -- and the impact of social distancing to people's jobs and home life -- is also having a major impact on people's mental wellbeing. To coincide with [Mental Health Month](#) in the U.S. Google is launching "Be Kind To Your Mind," an initiative to share practical tips from mental health professionals and resources from the CDC to take care of people's mental well-being.

On Mon, May 4, 2020 at 1:10 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Team CDC, Adding in my colleague from our communications team +[Johnny Luu](#) to help regarding the media request below.

Thank you very much for your support and collaboration!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Mon, May 4, 2020 at 3:44 PM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Greetings Jan,

A CNN reporter is working on a story about “how humans are finding ways to connect during a global crisis – and how technology is helping us now more than at any other time in history. Deadline is Tuesday, May 5<sup>th</sup>.” We are wondering if you are ok if we message that a large tech company is planning to launch an effort, based on our information, to help people enhance their mental health related to COVID-19?

Would you like to be more connected to the reporter if she abides by the embargo or is the simple messaging above enough? Let us know your thoughts and thanks again for the collaboration.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



**From:** Puddy, Richard (CDC/OD/OADPS)  
**Sent:** Monday, May 4, 2020 11:55 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Wonderful Carol....appreciate all your help!

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Monday, May 4, 2020 11:54 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>

**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

(b)(5)

If I see or hear something, I'll loop back in the larger group.

**From:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Sent:** Monday, May 4, 2020 11:52 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Carol,

(b)(5)

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



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Protecting People.<sup>™</sup>  
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**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Saturday, May 2, 2020 11:36 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Subject:** Google ask: Stress and Coping during COVID-19 Product Experience

Richard – Just looping you back in that I've got the logo in process and Google also wants to do this spanish translation that I had MLS Review. I'm going to send back shortly unless you have any concerns.

Suggestions from our translations group. I've also copied back in Rich Pu

(b)(5)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 9:31 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello Carol,

(b)(5)

(b)(5)

Lastly, we'd like to make the content available in other languages starting with Spanish. Please let us know if the CDC is comfortable with following Spanish translation:

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:2023131196)

On Fri, May 1, 2020 at 6:19 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 11:32 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester,

Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:2023131196)

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)> wrote:  
Oops, hi Jan, I think our emails just crossed at the same time. ☐

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



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cdc.gov/247

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, May 1, 2020 10:42 AM  
**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
jantonaros@google.com  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>  
**Sent:** Friday, May 1, 2020 8:09 AM  
**To:** Jan Antonaros <jantonaros@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>  
**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,  
Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,  
Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, April 30, 2020 5:50 PM

**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCCO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)

**Cc:** Megan Ryskamp; Stanley Onyimba

**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.



We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

**From:** Johnny Luu  
**Sent:** Fri, 8 May 2020 13:45:24 -0700  
**To:** Herrera, Rosa L. (CDC/DDPHSS/OS/OD)  
**Cc:** Puddy, Richard (CDC/OD/OADPS); Jan Antonaros; Stanley Onyimba; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD); CDC IMS 2019 NCOV Response At Risk Social Behavioral Health; Crawford, Carol Y. (CDC/OD/OADC); Patterson, Sara S. (CDC/OD/OADPS); Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD); Parker, Erin M. (CDC/DDNID/NCIPC/DOP); Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC)  
**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience  
**Attachments:** V3-20200508T204450Z-001.zip

Of course. Sending along a zip file with a whole bunch of options!

On Fri, May 8, 2020 at 1:41 PM Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov> wrote:

Thank you, Google colleagues. Really exciting to see and be a part of this. (b)(5)

(b)(5)

Thanks!

Rosa

Rosa Herrera

CIARTF Communications Lead

CDC COVID-19 Response

**From:** Johnny Luu <johnnyluu@google.com>  
**Sent:** Friday, May 8, 2020 11:33 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>; Stanley Onyimba <sonyimba@google.com>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <yhb3@cdc.gov>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <cccvent347@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <vig4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>  
**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

And a blogpost [here](#) by our head of Google Health.

On Fri, May 8, 2020 at 5:16 AM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Greetings Jan and hello Stanley!

It has been a real pleasure working with you on getting to this point in the Be Kind to Your Mind release. I'm thrilled to hear about all the complementary activity occurring to drive viewers to the site.

Is there a way we might circle back with you early next week to see any web metrics driving viewers from the other channels to your site, and eventually to the CDC Stress and Coping page? Seeing some of those results would be very insightful to those of us working on the COVID-19 Response.

Thanks,

Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, May 7, 2020 10:21 PM

**To:** Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Cc:** Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <yhb3@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <eocevent347@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <vig4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>  
**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Team CDC,

Adding my colleague +Stanley Onyimba

Thanks again for your help in getting the "Be Kind to Your Mind" campaign live across the US! We'd like to confirm that the campaign is now 100% ramped on Search and we plan to promote the campaign through the follow channels:

1. **Google Keyword Post:** We plan to release a blog post about our mental wellness initiatives including the "Be Kind to Your Mind" campaign tomorrow in the The Keyword
2. **Fortune Magazine Op-ed:** David Feinberg (Head of Google Health) authored an op-ed for Fortune Magazine about mental health during COVID-19 and mentioned our collaboration with the health authorities like CDC.
3. **Twitter Posts:** Sundar Pichai (CEO), David Feinberg (Head of Google Health), and our Google Health team plan to post Tweet about the campaign and tag @CDCgov tomorrow (format below)

1. PAUSE. Breathe. Notice how you feel
2. TAKE BREAKS from COVID-19 content
3. MAKE TIME to sleep & exercise
4. REACH OUT & stay connected
5. SEEK HELP if overwhelmed or unsafe



## Be Kind to Your Mind

### Tips to cope with stress during COVID-19

4. **Facebook Post:** We plan to post the standard campaign image along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."

Find more helpful resources and tools for mental wellbeing → [LINK TO BLOG](#)

5. **Instagram Post:** We plan to post the standard campaign image along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."

We expect that the social media mentions as well as the homepage promo on 5/9 will significantly increase the campaign's reach. Please let us know if you have any questions or concerns.

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, May 5, 2020 at 7:11 PM Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)> wrote:

That looks great. And free to share my contact if they want to know more

thx

On Tue, May 5, 2020 at 3:40 PM Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)> wrote:

Hi Johnny and Jan,

As my colleagues mentioned below, CDC has been asked to provide insight for a CNN feature article about “how humans are finding ways to connect during a global crisis and how technology is helping.” This is how I plan to implement the Google initiative. Please let me know if there are any concerns with the highlighted sentence below before I share with the author.

Thanks,  
Kate

**Q: How is technology a connection for people in isolation now more than ever? (i.e. mental health, access to loved ones, access to resources online)**

(b)(5)



Best,

Kate

**Kate Grusich**

CDC Public Affairs

(o) 770-488-3337

(c) 404-414-7070

**From:** Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)>

**Sent:** Monday, May 4, 2020 4:26 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <[cocevent347@cdc.gov](mailto:cocevent347@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <[guh3@cdc.gov](mailto:guh3@cdc.gov)>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <[vig4@cdc.gov](mailto:vig4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>

**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi there, we'd love to work with the reporter and share (if both groups are comfortable and have appropriate sign off) at a high-level that we're collaborating on sharing covid-related mental wellbeing tips via Google. Some draft language below; would be very open to feedback!

While COVID-19 has taken a visible physical and economic toll on communities, the pandemic -- and the impact of social distancing to people's jobs and home life -- is also having a major impact on people's mental wellbeing. To coincide with Mental Health Month in the U.S. Google is launching "Be Kind To Your Mind," an initiative to share practical tips from mental health professionals and resources from the CDC to take care of people's mental well-being.

On Mon, May 4, 2020 at 1:10 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Team CDC, Adding in my colleague from our communications team Johnny Luu to help regarding the media request below.

Thank you very much for your support and collaboration!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Mon, May 4, 2020 at 3:44 PM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Greetings Jan,

A CNN reporter is working on a story about “how humans are finding ways to connect during a global crisis – and how technology is helping us now more than at any other time in history. Deadline is Tuesday, May 5<sup>th</sup>.” We are wondering if you are ok if we message that a large tech company is planning to launch an effort, based on our information, to help people enhance their mental health related to COVID-19?

Would you like to be more connected to the reporter if she abides by the embargo or is the simple messaging above enough? Let us know your thoughts and thanks again for the collaboration.

Thanks,



Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

404.639.7658 (Phone) 678.654.4691 (Mobile)



Saving Lives.  
Protecting People.  
www.cdc.gov

**From:** Puddy, Richard (CDC/OD/OADPS)

**Sent:** Monday, May 4, 2020 11:55 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>

**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Wonderful Carol....appreciate all your help!

Thanks,

Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

404.639.7658 (Phone) 678.654.4691 (Mobile)



Saving Lives.  
Protecting People.  
cdc.gov/24 7

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Monday, May 4, 2020 11:54 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

(b)(5)

If I see or hear something, I'll loop back in the larger group.

**From:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Sent:** Monday, May 4, 2020 11:52 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Carol,

(b)(5)

Thanks,

Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

404.639.7658 (Phone) 678.654.4691 (Mobile)



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Protecting People.<sup>™</sup>  
cdc.gov/24/7

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Sent:** Saturday, May 2, 2020 11:36 AM

**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>

**Subject:** Google ask: Stress and Coping during COVID-19 Product Experience

Richard Just looping you back in that I've got the logo in process and Google also wants to do this spanish translation that I had MLS Review. I'm going to send back shortly unless you have any concerns.

Suggestions from our translations group. I've also copied back in Rich Pu

(b)(5)

(b)(5)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 9:31 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello Carol,

(b)(5)

(b)(5)

(b)(5)

Lastly, we'd like to make the content available in other languages starting with Spanish. Please let us know if the CDC is comfortable with following Spanish translation:

(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 6:19 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 11:32 AM

**To:** Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)>

**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[eocevent378@cdc.gov](mailto:eocevent378@cdc.gov)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:2023131196)

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Oops, hi Jan, I think our emails just crossed at the same time. 😊

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,

Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

[404.639.7658](tel:4046397658) (Phone) [678.654.4691](tel:6786544691) (Mobile)



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Protecting People.<sup>™</sup>  
[www.cdc.gov](http://www.cdc.gov)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 10:42 AM

**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC)

<cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>

**Sent:** Friday, May 1, 2020 8:09 AM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn,



Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>

**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,

Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force

(b)(5)

(b)(5)

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, April 30, 2020 5:50 PM

**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)

**Cc:** Megan Ryskamp; Stanley Onyimba

**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

**From:** Puddy, Richard (CDC/OD/OADPS)  
**Sent:** Fri, 8 May 2020 16:00:45 +0000  
**To:** Johnny Luu  
**Cc:** Jan Antonaros; Stanley Onyimba; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD); CDC IMS 2019 NCOV Response At Risk Social Behavioral Health; Crawford, Carol Y. (CDC/OD/OADC); Patterson, Sara S. (CDC/OD/OADPS); Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD); Herrera, Rosa L. (CDC/DDPHSS/OS/OD); Parker, Erin M. (CDC/DDNID/NCIPC/DOP); Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC)  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Wonderful! Thanks for sharing with us Johnny!

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



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Protecting People.<sup>™</sup>  
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**From:** Johnny Luu <johnnyluu@google.com>  
**Sent:** Friday, May 8, 2020 11:33 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>; Stanley Onyimba <sonyimba@google.com>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <yhb3@cdc.gov>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <eocevent347@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <vig4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>  
**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

And a blogpost [here](#) by our head of Google Health.

On Fri, May 8, 2020 at 5:16 AM Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov> wrote:  
Greetings Jan and hello Stanley!

It has been a real pleasure working with you on getting to this point in the Be Kind to Your Mind release. I'm thrilled to hear about all the complementary activity occurring to drive viewers to the site.

Is there a way we might circle back with you early next week to see any web metrics driving viewers from the other channels to your site, and eventually to the CDC Stress and Coping page? Seeing some of those results would be very insightful to those of us working on the COVID-19 Response.



Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



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[www.cdc.gov](http://www.cdc.gov)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, May 7, 2020 10:21 PM  
**To:** Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Cc:** Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)>; Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <[eocevent347@cdc.gov](mailto:eocevent347@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <[guh3@cdc.gov](mailto:guh3@cdc.gov)>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <[vig4@cdc.gov](mailto:vig4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Team CDC,

Adding my colleague [+Stanley Onyimba](#)

Thanks again for your help in getting the "[Be Kind to Your Mind](#)" campaign live across the US! We'd like to confirm that the campaign is now 100% ramped on Search and we plan to promote the campaign through the follow channels:

1. **Google Keyword Post:** We plan to release a blog post about our mental wellness initiatives including the "Be Kind to Your Mind" campaign tomorrow in the [The Keyword](#)
2. **Fortune Magazine Op-ed:** David Feinberg (Head of Google Health) authored an [op-ed](#) for Fortune Magazine about mental health during COVID-19 and mentioned our collaboration with the health authorities like CDC.
3. **Twitter Posts:** Sundar Pichai (CEO), David Feinberg (Head of Google Health), and our Google Health team plan to post Tweet about the campaign and tag [@CDCgov](#) tomorrow (format below)

1. PAUSE. Breathe. Notice how you feel
2. TAKE BREAKS from COVID-19 content
3. MAKE TIME to sleep & exercise
4. REACH OUT & stay connected
5. SEEK HELP if overwhelmed or unsafe

4. **FaceBook Post:** We plan to post the standard campaign image along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."

Find more helpful resources and tools for mental wellbeing → [LINK TO BLOG](#)

5. **Instagram Post:** We plan to post the standard campaign image along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."

We expect that the social media mentions as well as the homepage promo on 5/9 will significantly increase the campaign's reach. Please let us know if you have any questions or concerns.

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, May 5, 2020 at 7:11 PM Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)> wrote:  
That looks great. And free to share my contact if they want to know more

thx

On Tue, May 5, 2020 at 3:40 PM Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)> wrote:  
Hi Johnny and Jan,

As my colleagues mentioned below, CDC has been asked to provide insight for a CNN feature article about “how humans are finding ways to connect during a global crisis and how technology is helping.” This is how I plan to implement the Google initiative. Please let me know if there are any concerns with the highlighted sentence below before I share with the author.

Thanks,  
Kate

(b)(5)



Best,  
Kate  
**Kate Grusich**  
CDC Public Affairs  
(o) 770-488-3337  
(c) 404-414-7070

**From:** Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)>  
**Sent:** Monday, May 4, 2020 4:26 PM  
**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <[eocevent347@cdc.gov](mailto:eocevent347@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>;

Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <[guh3@cdc.gov](mailto:guh3@cdc.gov)>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <[vig4@cdc.gov](mailto:vig4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>

**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi there, we'd love to work with the reporter and share (if both groups are comfortable and have appropriate sign off) at a high-level that we're collaborating on sharing covid-related mental wellbeing tips via Google. Some draft language below; would be very open to feedback!

While COVID-19 has taken a visible physical and economic toll on communities, the pandemic -- and the impact of social distancing to people's jobs and home life -- is also having a major impact on people's mental wellbeing. To coincide with Mental Health Month in the U.S. Google is launching "Be Kind To Your Mind," an initiative to share practical tips from mental health professionals and resources from the CDC to take care of people's mental well-being.

On Mon, May 4, 2020 at 1:10 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Team CDC, Adding in my colleague from our communications team +Johnny Luu to help regarding the media request below.

Thank you very much for your support and collaboration!

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Mon, May 4, 2020 at 3:44 PM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:  
Greetings Jan,

A CNN reporter is working on a story about "how humans are finding ways to connect during a global crisis – and how technology is helping us now more than at any other time in history. Deadline is Tuesday, May 5<sup>th</sup>." We are wondering if you are ok if we message that a large tech company is planning to launch an effort, based on our information, to help people enhance their mental health related to COVID-19?

Would you like to be more connected to the reporter if she abides by the embargo or is the simple messaging above enough? Let us know your thoughts and thanks again for the collaboration.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



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**From:** Puddy, Richard (CDC/OD/OADPS)  
**Sent:** Monday, May 4, 2020 11:55 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Wonderful Carol....appreciate all your help!

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



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**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Monday, May 4, 2020 11:54 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

(b)(5)

If I see or hear something, I'll loop back in the larger group.

**From:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Sent:** Monday, May 4, 2020 11:52 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>

**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Carol,

(b)(5)

Thanks,  
Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

404.639.7658 (Phone) 678.654.4691 (Mobile)



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**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Sent:** Saturday, May 2, 2020 11:36 AM

**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>

**Subject:** Google ask: Stress and Coping during COVID-19 Product Experience

Richard – Just looping you back in that I've got the logo in process and Google also wants to do this spanish translation that I had MLS Review. I'm going to send back shortly unless you have any concerns.

Suggestions from our translations group. I've also copied back in Rich Pu

(b)(5)

**From:** Jan Antonaros <jantonaros@google.com>

**Sent:** Friday, May 1, 2020 9:31 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello Carol,

(b)(5)

(b)(5)

Lastly, we'd like to make the content available in other languages starting with Spanish. Please let us know if the CDC is comfortable with following Spanish translation:

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:2023131196)

On Fri, May 1, 2020 at 6:19 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 11:32 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Wester,



Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:2023131196)

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)> wrote:  
Oops, hi Jan, I think our emails just crossed at the same time. ☐

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



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**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 10:42 AM  
**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[eocevent378@cdc.gov](mailto:eocevent378@cdc.gov)>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>  
**Sent:** Friday, May 1, 2020 8:09 AM  
**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>  
**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,  
Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,  
Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, April 30, 2020 5:50 PM

**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)

**Cc:** Megan Ryskamp; Stanley Onyimba

**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

**From:** Stanley Onyimba  
**Sent:** Thu, 5 Mar 2020 10:29:57 -0800  
**To:** Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: Google Home question

Great, glad it's working out well!

On Thu, Mar 5, 2020 at 10:27 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Thanks Stanley

Oh, the link is there. Gotcha. I was expecting it in the red area. We misunderstood. Traffic wise, we're doing fine then. We've seen a little bit of a bump in traffic from that, but nothing infrastructure damaging. 😊

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, March 5, 2020 1:14 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Google Home question

Hi Fred,

Google Homes and other devices are powered by The Assistant. The Assistant in many cases can surface Knowledge Panel context via speech for queries that trigger Knowledge Panels. Since we suppressed the WHO-powered COVID-19 Knowledge Panel (KP) temporarily in favor of SOS Alerts, the Assistant was not able to surface that content. However, we are relaunching the KP this week so the Assistant should be able to address queries that trigger the KP by end of week. We are also revisiting product plans for a CDC-powered COVID-19 KP in the US and will share more details on next steps as soon as possible.

Regarding data sharing, you can find insights on the top COVID-19 questions and trends [here](#). Separately, the CDC link is now live in the US SOS Alert as the first link in the "Help and information" section under the new carousel. Hope this helps!

Thanks,

Stanley

On Thu, Mar 5, 2020 at 5:24 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:

Stanley,

Another question to add to the list of ideas we're thinking about, is Google Home/Mini/etc. I'm sure you guys know the amount of traffic you get from these devices. We're wondering if you're getting a considerable amount of traffic from these devices asking COVID related questions. If so, then, can we either produce separate documents of Q&As to populate these answers, or can we learn of the questions being asked so that we can fill in any information gaps with credible information?

Similarly, either through the voice tech or your search data, one thing that is always a huge concern of ours is misinformation, rumors and stigma. Coming up with a way to get to these rumors early can in some cases literally be life saving. What level of data or analysis sharing would Google be willing to engage in so we can be ahead of this curve? (Hey, I've been in enough presentations from your engineers in Tensorflow to know that you guys could probably rock this!)

Thanks again for everything that you're doing.

Fred

PS: We're not seeing the link in the SOS message yet. Is it still forthcoming?

--

Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Cong Chen  
**Sent:** Wed, 20 May 2020 23:08:35 -0400  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Cc:** Stanley Onyimba;Smith, Fred (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** Re: Google Knowledge Tab Update: Symptoms

Thanks Scott! The latest updates are live.

On Wed, May 20, 2020 at 3:25 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

Hi Stanley,

The markup has been updated to reflect the following;

### **Self care**

If you have possible or confirmed COVID-19:

- Stay home except to get medical care.
- Monitor your symptoms carefully. If your symptoms get worse, call your healthcare provider immediately.
- Get rest and stay hydrated. Take over-the-counter medicines, such as acetaminophen, to help you feel better.
- If you have a medical appointment, notify your healthcare provider ahead of time that you have or may have COVID-19.
- Stay in a specific room and away from other people in your home. If possible, use a separate bathroom. If you must be around others, wear a facemask.

### **Medical treatments**

- Stay in touch with your doctor. Call before you get medical care.
- Your local health authorities may give instructions on checking your symptoms and reporting information.



If someone is showing any of these signs, seek emergency medical care immediately:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
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**Subject:** Re: Google Knowledge Tab Update: Symptoms

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### 1. Symptoms tab

(b)(5)

(b)(5)

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(b)(5)

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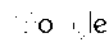
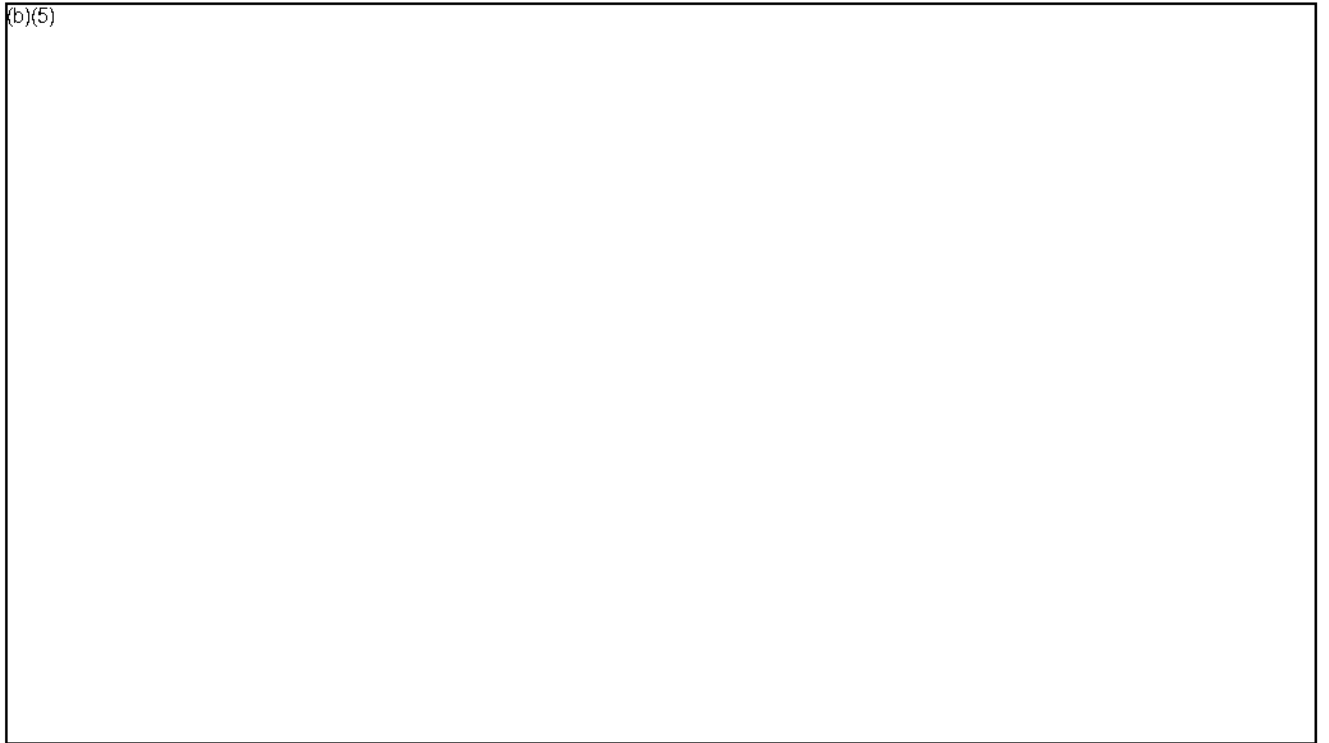
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Feedback

(b)(5)

(b)(5)



covid 19



COVID-19 symptoms, signs, and treatment | CDC

**COVID-19 alert**

**Coronavirus disease**

Overview

**Symptoms**

Prevention

Treatments

Statistics



COVID-19 affects different people in different ways. Most affected people will develop mild to moderate illness and recover without hospitalization.

**Most common symptoms**

- fever
- dry cough
- tiredness

**Less common symptoms**

- aches and pains
- sore throat
- diarrhea
- conjunctivitis
- headache
- loss of taste or smell
- a rash on skin or a sore on the lips or face

**Serious symptoms**

- difficulty breathing or shortness of breath
- chest pain or pressure
- loss of speech or movement

Seek immediate medical attention if you have serious symptoms. A warning before is important order of health care.

People without symptoms also, even if self-isolate, should manage their symptoms at home.

On average, it takes 5–6 days from when someone is infected with the virus for symptoms to show. However, it can take up to 14 days.

[Learn more on who.int](#)

(b)(5)

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Updated to:

(b)(5)

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Hi Scott,

Updated for the change -

(b)(5)



Thanks!

Preeti

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 20 May 2020 16:08:28 +0000  
**To:** Stanley Onyimba  
**Subject:** RE: Google Knowledge Tab Update: Symptoms

This helps us a lot in our thinking, thanks!

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Wednesday, May 20, 2020 12:01 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Google Knowledge Tab Update: Symptoms

Hi Carol,

Point 1 (optional) (b)(5)  
(b)(5)

Point 2 (required) (b)(5)  
(b)(5)

Point 3 (optional) (b)(5)

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(b)(5)

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(b)(5)

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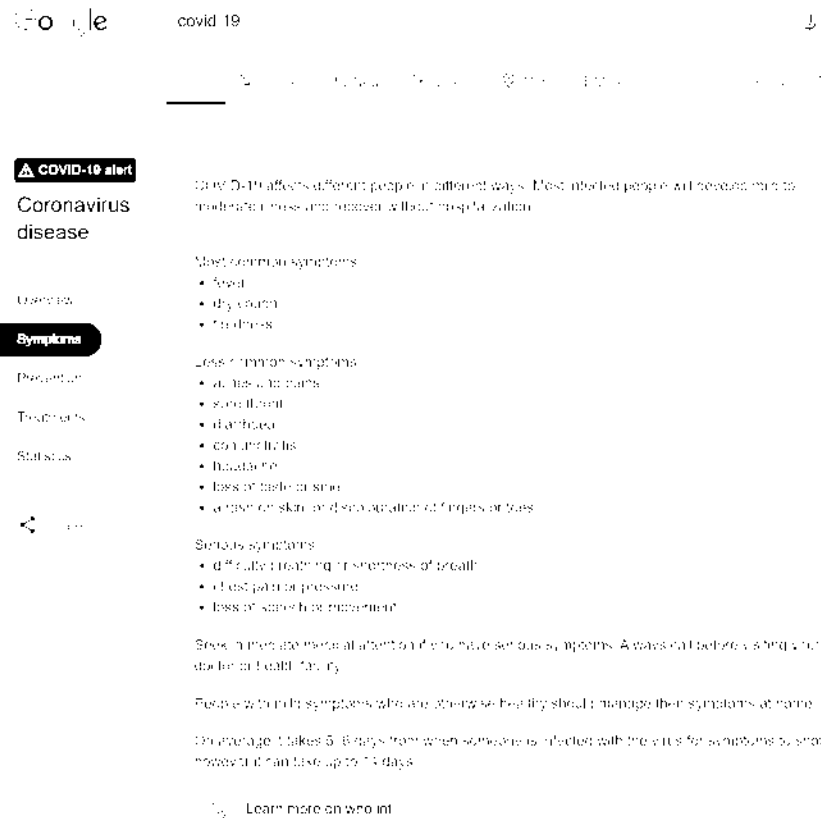
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Updated for the change -

(b)(5)

Thanks!  
Preeti

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
-----------------	-----------------------------	---------------------

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
-----------------	-----------------------------	---------------------

**From:** Stanley Onyimba  
**Sent:** Wed, 13 May 2020 14:06:48 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Google Knowledge Tab Update: Symptoms

Hi Carol- Yes, you can reach me at (650) -253-0607 or I can share a calendar invitation. Let me know what's easiest for you.

On Wed, May 13, 2020 at 1:57 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Stanley do you have time to chat?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, May 13, 2020 4:06 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Subject:** Re: Google Knowledge Tab Update: Symptoms

Hi Fred,

Apologies for the delay here. Please see the following content feedback:

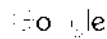
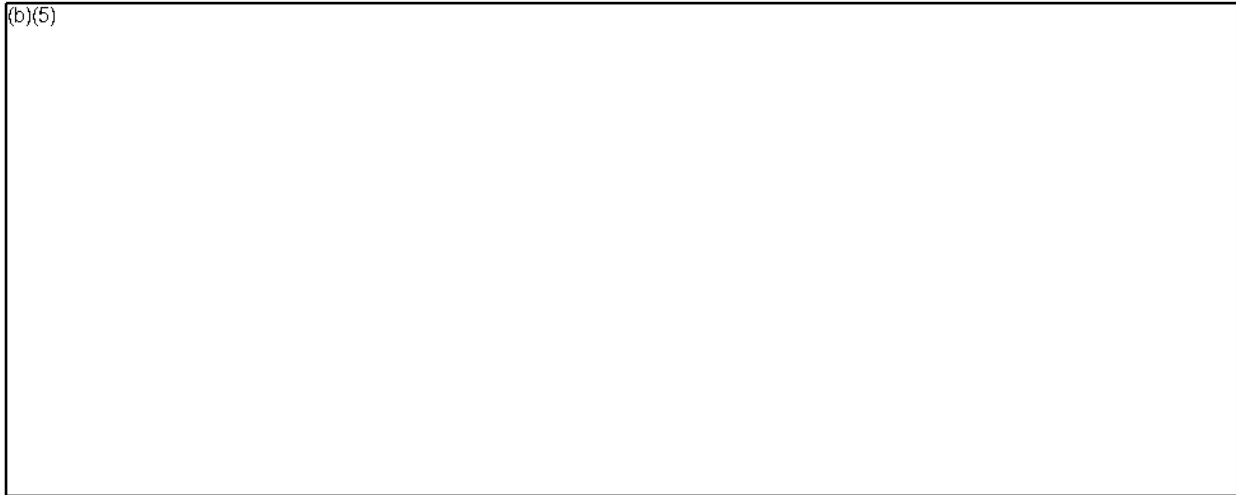
Feedback

(b)(5)





(b)(5)



covid 19



Search

**COVID-19 alert**

### Coronavirus disease

Overview

**Symptoms**

Prevention

Treatments

Statistics



COVID-19 affects certain people in different ways. Most infected people will develop mild to moderate illness and recover without hospitalization.

#### Most common symptoms

- fever
- dry cough
- tiredness

#### Less common symptoms

- aches and pains
- sore throat
- diarrhea
- conjunctivitis
- headache
- loss of taste or smell
- a rash or skin redness or blotchy red spots on face

#### Severe symptoms

- difficulty breathing or shortness of breath
- chest pain or pressure
- loss of speech or movement

Seek immediate medical attention if you develop any symptoms. A mask is not a substitute for a trip to a doctor or health facility.

People with mild symptoms who are otherwise healthy should manage their symptoms at home.

On average, it takes 5-6 days from when someone is infected with the virus for symptoms to start. However, it can take up to 14 days.

[Learn more on who.int](#)

(b)(5)



(b)(5)

We'd also like to address Carol's concern regarding the GIFs / Symptoms animation from another thread. Visuals are an important tool for communicating across the health literacy spectrum and removing the symptoms GIFs completely would harm user value. Given form factor and screen space limitations, we are not able display GIFs for the complete symptoms list. However, we plan to highlight GIFs for the most common symptoms and would like the CDC's input on the top 3-5 most common symptoms. Please let us know your thoughts on the top 3-5 symptoms for visualization. Highlighting just the top 3-5 symptoms should also minimize/eliminate the need for updates to the visuals as the full symptoms list expands or contracts.

Thanks,

Stanley

On Wed, May 13, 2020 at 6:21 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Thanks Cong,

Stanley, what were the recommended changes?

Thanks

Fred

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Sent:** Tuesday, May 12, 2020 10:03 AM

**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>

**Subject:** Re: Google Knowledge Tab Update: Symptoms

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Appreciate your heads-up on the changes to treatments tab, we should be able to get things kicked off for tomorrow's data refresh.

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Cong

On Tue, May 12, 2020 at 8:54 AM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

Hi Cong and Stanley,

Is there any QA updates regarding the changes we made to the symptoms markup on Friday?

Also, we made an additional update yesterday evening to the Treatments markup;

In the Treatments tab, under Self care, updates in second paragraph:

**Currently:**

If you develop any of these emergency warning signs for COVID-19, get emergency medical attention immediately:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion or inability to arouse
- Bluish lips or face

Updated to:

(b)(5)

Thanks,

Scott

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Sent:** Friday, May 8, 2020 10:42 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
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(b)(5)

Thanks,

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Hi Cong and Stanley,

(b)(5)

Thanks,

Scott

**From:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Sent:** Friday, May 8, 2020 5:16 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
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Hi Scott,

Updated for the change -

(b)(5)

(b)(5)

Thanks!

Preeti

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Stanley Onyimba  
**Sent:** Wed, 13 May 2020 13:05:56 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Cong Chen;Mullins, Scott R. (CDC/OD/OADC) (CTR);Crawford, Carol Y. (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** Re: Google Knowledge Tab Update: Symptoms  
**Attachments:** [CDC] COVID-19 Partner On-boarding Documentation.pdf

Hi Fred,

Apologies for the delay here. Please see the following content feedback:

### Feedback

(b)(5)





**COVID-19 alert**

**Coronavirus disease**

Overview

**Symptoms**

Prevention

Treatments

Statistics

Share

COVID-19 affects different people in different ways. Most infected people will have mild to moderate illness and recover without hospitalization.

**Most common symptoms**

- Fever
- Dry cough
- Fatigue

**Less common symptoms**

- Aches and pains
- Sore throat
- Diarrhea
- Conjunctivitis
- Headache
- Loss of taste or smell
- A rash or skin redness/itching of fingers or toes

**Severe symptoms**

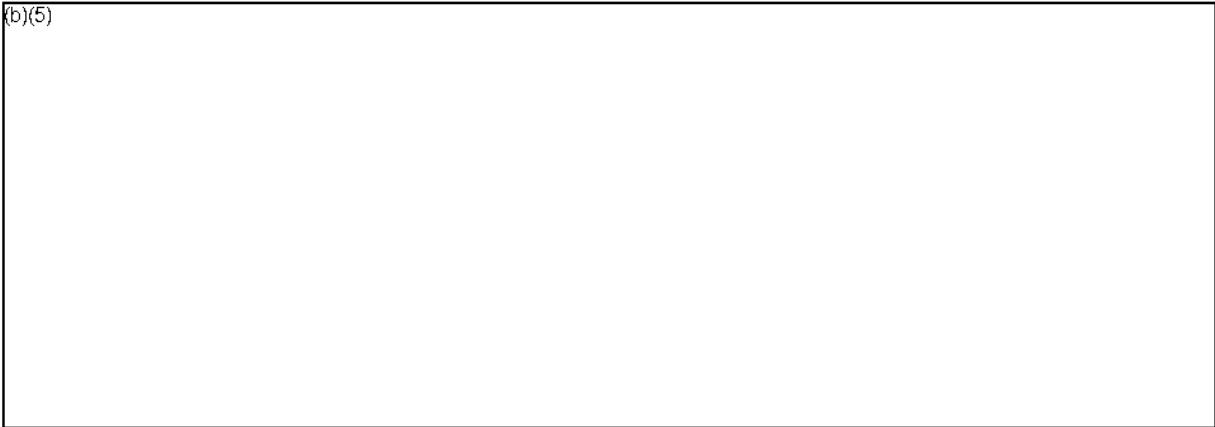
- Difficulty breathing or shortness of breath
- Chest pain or pressure
- Loss of speech or movement

Severe illness can happen after having mild or no symptoms. Always call before visiting your doctor or health facility.

People with mild symptoms who are otherwise healthy should manage their symptoms at home.

On average, it takes 5 to 6 days from when someone is infected with the virus for symptoms to show. However, it can take up to 14 days.

[Learn more on who.int](#)



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- New confusion or inability to arouse
- Bluish lips or face

**Updated to:**

(b)(5)



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**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Thapar, Preeti (CDC/OCCO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
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(b)(5)

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(b)(5)

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**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Subject:** RE: Google Knowledge Tab Update: Symptoms

Hi Scott,

Updated for the change -

(b)(5)



(b)(5)



Thanks!

Preeti

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thu, 26 Mar 2020 14:59:41 +0000  
**To:** Jan Antonaros;Patel, Anita (CDC/DDID/NCIRD/OD);Bonander, Jason (CDC/OCOO/OCIO);Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD);Bonander, Jason (CDC/OCOO/OCIO);Crawford, Carol Y. (CDC/OD/OADC);Stanley Onyimba;Megan Ryskamp  
**Subject:** RE: Google messages SPANISH CERTIFICATION COMPLETED  
**Attachments:** CLEAN-Google Messages.docx

Attached is the Chinese version.

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thursday, March 26, 2020 10:19 AM  
**To:** Jan Antonaros <jantonaros@google.com>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>; Megan Ryskamp <mryskamp@google.com>  
**Subject:** FW: Google messages SPANISH CERTIFICATION COMPLETED

Jan:

(b)(5)

Fred

+++++

The text is slightly different.

Eva

<b>Spanish • Approved 3-26-2020 MLS</b>	
<b>Long</b>	Si crees que podrías haber estado expuesto al COVID-19 y presentas fiebre y síntomas, como tos o dificultad para respirar, llama a tu proveedor de atención médica para consultarle.  Fuente: Centros para el Control y la Prevención de Enfermedades Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention-sp.html">https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention-sp.html</a>
<b>Short</b>	Llama al médico antes de ir al consultorio si crees que puedes tener COVID-19. Fuente: CDC

<b>English • Approved</b>	
<b>Copy Long</b>	If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice. Source: Centers for Disease Control and Prevention Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a>
<b>Short</b> (required for small screens)	Call your doctor before visiting if you may have COVID-19. Source: CDC

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Wednesday, March 25, 2020 8:56 PM

**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** **Subject:** Additional Follow-up from CDC call

This email contains confidential information

Hi CDC Team,

Thanks for the update on the self-checker traffic analysis. We have a few additional product updates and plans we'd like to share:





Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

**Chinese (Simplified) • Approval Required**

(b)(5)

**English • Approved**

**Copy  
Long**

If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Source: Centers for Disease Control and Prevention

Link: <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>

**Short** (required for small screens)

Call your doctor before visiting if you may have COVID-19. Source: CDC

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thu, 26 Mar 2020 17:30:33 +0000  
**To:** Stanley Onyimba  
**Subject:** RE: Google messages SPANISH CERTIFICATION COMPLETED

De nada / Bu xie



**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, March 26, 2020 1:29 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Subject:** Re: Google messages SPANISH CERTIFICATION COMPLETED

Thanks for sharing the approved Spanish and Chinese translations, Fred. We will keep an eye out for the other languages but no rush there.

On Thu, Mar 26, 2020 at 7:59 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
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**Subject:** FW: Google messages SPANISH CERTIFICATION COMPLETED

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(b)(5)

Fred

+++++

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<b>Short</b>	Llama al médico antes de ir al consultorio si crees que puedes tener COVID-19. Fuente: CDC
<b>English • Approved</b>	
<b>Copy Long</b>	If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice. Source: Centers for Disease Control and Prevention Link: <a href="https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html">https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html</a>
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This email contains confidential information

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(b)(5)



(b)(5)

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Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

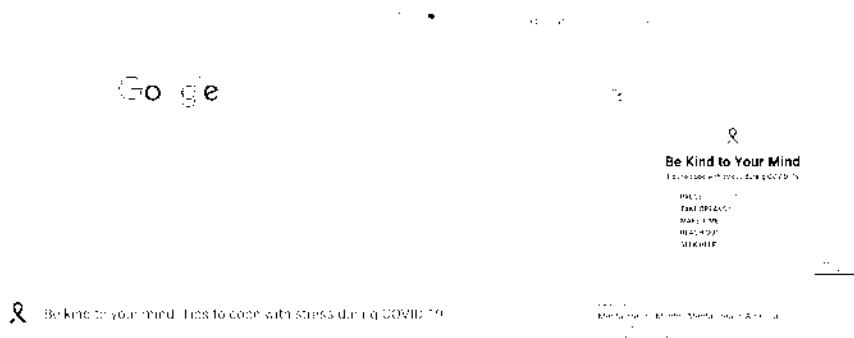
**From:** Stanley Onyimba  
**Sent:** Thu, 7 May 2020 16:22:18 -0700  
**To:** Jan Antonaros  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Smith, Fred (CDC/OD/OADC);Thapar, Preeti (CDC/OOO/OD) (CTR);Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Subject:** Re: Google search changes - Icons, etc.

-Cong to bcc  
-Jan Antonaros FYI

Hi Carol,

Thanks for the feedback. We are looking into UI alternatives for aligning the GIFs with the text symptoms (ex: creating new GIFs for the other symptoms) and will have an update by tomorrow.

Regarding the mental wellness info, we launched the "Be Kind to Your Mind" campaign Tuesday night for queries related to COVID-19 and mental wellness. This experience is separate from the KP/OSRP for now but we do plan to add mental health resources directly on the KP. We will also highlight the "Be Kind to Your Mind" campaign on the Google homepage this Saturday 5/9. The homepage promo will link to the campaign on Search per the below mock.



Yes, we are also considering updating the Do the Five messaging as the situation and policies evolve. As usual, we will keep you posted on this campaign on other product updates on a separate thread.

Thanks,  
Stanley

On Thu, May 7, 2020 at 7:50 AM Cong Chen <[congchcn@google.com](mailto:congchcn@google.com)> wrote:  
Got it. Thanks!

On Thu, May 7, 2020 at 10:46 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

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**Subject:** Re: Google search changes - Icons, etc.

(b)(5)

Stanley and I will circle back internally and get back to you as soon as we can. Thanks!

Cong

On Thu, May 7, 2020 at 9:52 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

Lastly, don't see the mental health info we discussed this weekend on another chain just on search, is that still pending too?

Thank you so much!



The screenshot shows a search bar with the text "Search for a topic" and a "Google" button. Below the search bar is a navigation menu with links for "Home", "About CDC", "What's New", "Press Room", "Media", "Partners", "Work with Us", "Feedback", and "Help". The main content area features a hand icon in a stop sign, followed by the text "STAY HOME. SAVE LIVES." and "Help stop coronavirus". A list of five key messages is provided: 1. STAY home as much as you can, 2. KEEP a safe distance, 3. WASH hands often, 4. COVER your cough, and 5. SICK? Call ahead. A "More Info" button is located at the bottom right of the content area.

Carol Y. Crawford

Chief, Digital Media Branch

Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

404-498-2480



[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)

Cell: [678-920-0578](tel:678-920-0578)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Cong Chen  
**Sent:** Fri, 24 Apr 2020 11:31:14 -0400  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** [CDC] COVID-19 Partner On-boarding Documentation.pdf

Hi Fred,

Np! Here's a PDF version of the markup/content documentation. I've shared the original doc with your CDC email as well.

Have a great weekend ahead! Do let Stanley and I know if there's anything else we can help with.

Cong

On Fri, Apr 24, 2020 at 8:09 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:

We aren't able to get to the markup/content guidelines document. Permission needed. Can you either email that to me or add my account so I can download it for the team?

Thanks

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, April 23, 2020 4:07 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.
3. Markup the web content per the new [markup/content guidelines document](#)
4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct!

(b)(5)

First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>  
**Sent:** Friday, March 6, 2020 3:55 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, March 6, 2020 2:39 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

-Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized SOS Alerts with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,

Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!

Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific



content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,

Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS

Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
Sent: Wednesday, February 12, 2020 1:59 PM  
To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [josclcal@google.com](mailto:josclcal@google.com); Crawford, Carol Y. (CDC/OD/OADC)  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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From: Stanley Onyimba  
Sent: Sunday, February 9, 2020 6:02:42 PM  
To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>; [merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>; <[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>>; [jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; <[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone] <[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>>>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>>; [josclcal@google.com](mailto:josclcal@google.com)<<mailto:josclcal@google.com>>>; <[josclcal@google.com](mailto:josclcal@google.com)<<mailto:josclcal@google.com>>>>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329,

BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

(map<<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%28%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en>>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:-1%20661-491-5626>> PIN 558374# More phone

numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>

more details

>><[https://www.google.com/calendar/event?action=VIEW&eid=NTVldGRhYm1najVma2lkM2Rvampra2Q0djkgZlZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTVldGRhYm1najVma2lkM2Rvampra2Q0djkgZlZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

# [Coronavirus] Partner Onboarding OSRP with CDC Content/Markup

CONFIDENTIAL

Authors: congchen@

Reviewer: merritta@, sonyimba@, ruhad@

Status: WIP

Last Edited: April 17th, 2020 ([Update log](#))

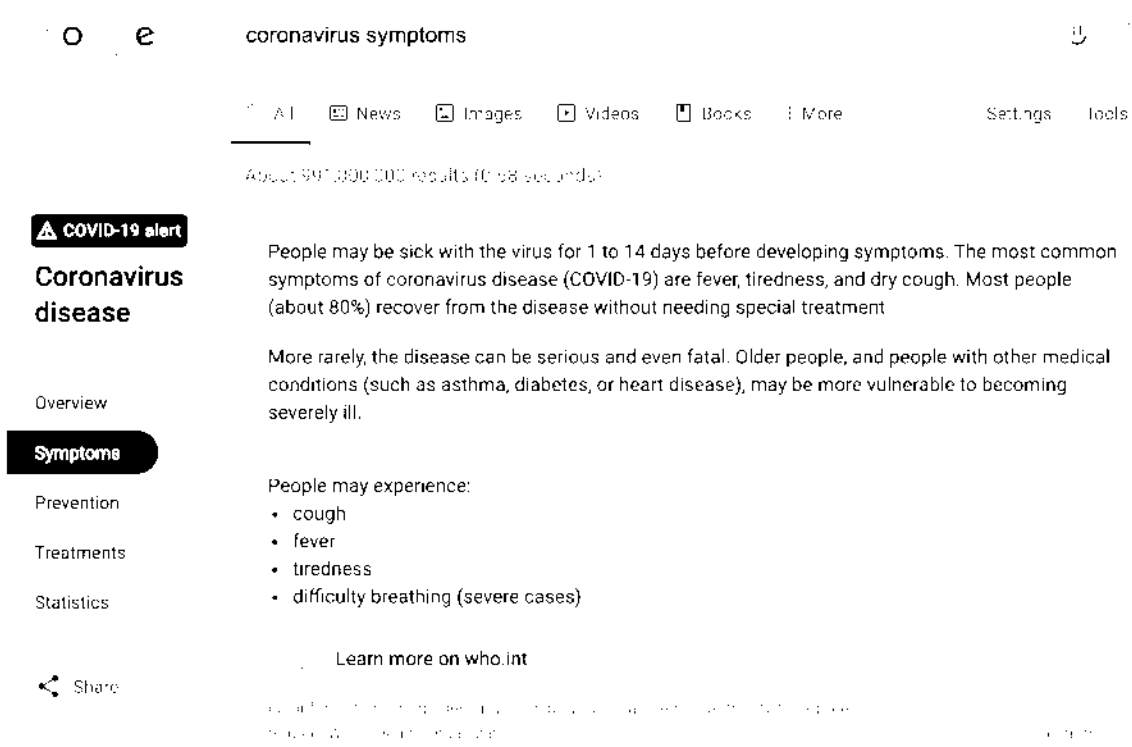
Number of pages: 22

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# Overview

Google strives to surface high-quality medical information from trusted websites to users around the world. Through features like the Health Search KP (Knowledge Panels), we are able to surface medically accurate and relevant information about hundreds of medical conditions, symptoms and/or drugs. These Knowledge Panels include content from leading medical organizations and have been evaluated by medical professionals.

Most recently, we launched Coronavirus OSRP (Organized Search Result Page) and SOS alerts in response to the global COVID-19 outbreak. This documentation is a guideline for authoritative sources/partners to provide accurate, up-to-date and geo-targeted helpful information for users seeking Coronavirus related information via structured data markup.



## Coronavirus OSRP (global content)

# Partner onboarding overview

## Initial launch

Partner onboarding will be done through a set of interactive kickoff and working sessions, as well as email-based technical consultation, troubleshooting and other required support before launch.

- Initial kickoff [1 hour call]
  - Google Partnerships + Policy share documentations/resources and walk partner through the onboarding process
  - Identify key milestones and establish mutually agreed implementation timelines
- Q&A/working sessions [3-4 days after initial kickoff, to give Partner time to read documentation and initiate implementation]
  - Set up 1-2 follow-up working sessions to answer partner questions on content creation/organization or markup implementation
- Technical consultation/markup support
  - Provide ongoing email support for any additional questions partner may have on content/markup
  - A comprehensive markup sample with partner content can be shared when the partner is ready to share content for required attributes in OSRP.
- Data QA
  - Once partner marks up the required content via markup, the data will be ingested into a testing environment where QA review will be done to ensure the formatting and accuracy of the content before taking it live on Google Search

## Post-launch data updates

Keeping the Coronavirus OSRP content up-to-date and maintaining medical accuracy is key to delivering high-quality info to the users as the outbreak evolves and local guidelines become increasingly helpful in fighting against the pandemic.

After the initial launch, COVID-19 related content updates will continue to be pulled via the live markups on a regular basis (M, W, F) as data is being refreshed on the partner site.

Data changes will then be reviewed for formatting and accuracy as the new content is being ingested into a testing environment. For a language supported by MD review capacity (e.g. ja, it for which we have MD reviewers fluent in that language), QA will be done with the local content; otherwise translated content will be reviewed by an MD reviewer fluent in English.

If the content passes QA, changes will be pushed live on Google products, otherwise the corresponding QA feedback will be provided to the partner via email to ensure that any



markup/content issues are resolved ASAP and can be pushed to production during the next scheduled cycle.

## Markup schema

This section provides a high-level overview of the schema entities and markup format used for structuring COVID-19 related content. It is consistent with other Google Search features that provide Health-related information to end users, including condition KP (Knowledge Panel), symptom KP, drug KP and etc.

- [Understand how structured data works](#)
- Markup - JSON+LD
- Main entities leveraged from [schema.org](#):
  - [MedicalWebPage](#)
  - [HealthTopicContent](#)
  - [WebPageElement](#)
  - [MedicalCondition](#)

## Guidelines

Your content must follow these guidelines to be eligible to display in a Google Health Search KP (Knowledge Panel):

- [Content Guidelines](#)
- [Technical Guidelines](#)
- [Webmaster Guidelines](#)
- [General Structured Data Guidelines](#)
- [Medical Topics Policy](#)

## Editorial Guidelines

All marked-up health pages should contain content that is clear, concise and free of grammatical, formatting or spelling errors:

- Non-standard, gimmicky punctuation and capitalization should be avoided.
- Extra spaces (especially leading/trailing ones) should be removed
- Extra bullet points should be removed when there are already html tags representing such content structure
- Add a full stop (".") to end each bullet point sentence

Ensure content consistency and avoid duplicated content:

- Ensure that the name of the condition is used consistently across multiple Health aspects and/or subsections.
- Content that is considered redundant with the UI strings on the OSRP shall be excluded

- E.g. "How to self care?" can be considered redundant with the header/title of the self-care section
- Ensure that there is no significant content duplication between the **description** and **text** properties for a given Health aspect and that each provides original information (high-level vs detailed info)

## Medical QA guidelines

- It is recommended not to include hotline information in the OSRP (e.g. for the treatments/prevention tabs)

General [Search Content Guidelines](#) and [Medical Topics Policy](#) guidelines apply.

COVID-19 information is divided into four different categories: Overview, Symptoms, Prevention, and Treatment.

### Overview

This section provides basic information about the disease, including what type of illness it causes, what the main symptoms are, and a few key important measures people can take to prevent getting the disease. It also includes a brief section about how the disease spreads, based on current medical consensus.

### Symptoms

This section provides a brief description of the incubation period, the most common symptoms, and the percentage of people who experience mild illness. It also includes a list of 3-5 of the most common symptoms associated with COVID-19, based on current medical consensus.

### Prevention

The topic sentence may also include information about whether a vaccine is available to prevent COVID-19. Additionally, this section includes a list of 5-6 things people should do (or should not do) to protect themselves and prevent spreading the virus to others.

### Treatments

This section includes a brief overview of how to treat the disease. The self care section includes home treatment options for people with mild symptoms, such as drinking plenty of liquids. The medical treatments section provides general instructions to users about what actions they should take if they develop symptoms (e.g. seek medical care, call your healthcare provider).

## General Content Guidelines

The following content guidelines apply to health information across multiple products on Health Search, including the Coronavirus OSRP.

### User friendly

Language should be clear, concise, unambiguous, and well-organized. Unnecessary medical jargon or complex terms should be avoided. Sentences should be short (~10–15 words or less). Content should be written at or below a 5th grade reading level.

*Resources for plain language principles are available, for example, at [plainlanguage.gov](http://plainlanguage.gov), [CDC](http://CDC), and [NHS](http://NHS).*

### High quality

Information should be medically accurate, up-to-date, and comprehensive. It should be regularly reviewed by medical professionals to ensure it accurately reflects the medical consensus.

*Reliance on the knowledge of individual doctors is not sufficient as a guarantee of reliability. Ideally, information should be based on systematic reviews of published reports or on reviews in quality assured databases such as the [Cochrane Library](http://Cochrane Library).*

### Unbiased

Content should be gender neutral and free from bias. This includes biases based on race, culture, and other social factors such as primary spoken language, gender, sexual orientation, education, and employment status.

### Engaging

Content should address people’s most common health information needs and preferences. Generally, it should not promote excessive worry, anxiety, or stigma. It should aim to be honestly optimistic rather than frightening or gloomy ([ref](#)). It should not be vulgar or scary ([ref](#)).

## Content Examples

	Coronavirus disease (COVID-19)
<b>Condition Overview</b>	
<b>Example Text</b>	Coronavirus disease (COVID-19) is an infectious disease caused by a new virus.  The disease causes respiratory illness (like the flu) with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. You can protect yourself by washing your hands frequently, avoiding touching your face, and avoiding close contact (1 meter or 3 feet) with people who are unwell.
<b>Reason</b>	<ul style="list-style-type: none"><li>● Short sentences</li><li>● Minimal use of medical jargon</li><li>● Information addresses key information needs, including gaining a realistic idea of prognosis and learning how to prevent or control symptoms.</li></ul>

	<ul style="list-style-type: none"> <li>Information meets users' general information needs but does not single out specific races or ethnicities.</li> </ul>
<b>Symptoms</b>	
<b>Example Text</b>	<p>People may be sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.</p> <p>More rarely, the disease can be serious and even fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</p>
<b>Reason</b>	<ul style="list-style-type: none"> <li>Information provides a clear, accurate description of the symptom.</li> <li>Not overly frightening or prescriptive</li> <li>Does not mention specific diagnoses or treatments.</li> <li>No use of medical jargon</li> </ul>

## Product Specific Content Guidelines

### Coronavirus OSRP

Coronavirus OSRP is an extension of a condition KP, which provides information about a MedicalCondition (Coronavirus disease in this case) and can have one or more HealthTopicContent entities.

Entity Property	Description	Example
MedicalCondition name	[Required] The name of the condition. Use the medically correct (or preferred) name for the condition.	<p><i>Coronavirus disease (COVID-19)</i></p> <hr/> <p><b>Bad</b> <i>Wuhan pneumonia</i></p>
HealthTopicContent OverviewHealthAspect description	[Required] One or two sentences that provide a succinct, easy to understand definition of the condition ( <b>max. 200 characters</b> ).	<p><i>Coronavirus disease (COVID-19) is an infectious disease caused by a new virus.</i></p> <p><i>The disease causes respiratory illness (like the flu) with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. You can protect yourself by washing your hands frequently, avoiding touching your face, and avoiding close contact (1 meter or 3 feet) with people who are unwell.</i></p>

<p>HealthTopicContent  <b>OverviewHealthAspect</b>  WebPageElement  <b>headline + text</b></p>	<p><b>[Optional]</b> additional information about the virus, preferably applying to the <b>entire</b> population (as opposed to specific ages, genders etc).</p> <p>For more structure in your overview content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>50 characters (headline) + 1000 characters (text)</b>, which is the maximum that the UI will display. Otherwise the text will appear truncated with [...].</p>	<p><i>How it spreads</i></p> <p><i>Coronavirus disease spreads primarily through contact with an infected person when they cough or sneeze. It also spreads when a person touches a surface or object that has the virus on it, then touches their eyes, nose, or mouth.</i></p>
<p>HealthTopicContent  <b>SymptomsHealthAspect</b>  <b>description</b></p>	<p><b>[Required]</b> A short summary of the main symptoms (<b>max. 200 characters</b>).</p>	<p><i>People may be sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.</i></p> <p><i>More rarely, the disease can be serious and even fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</i></p>

<p>HealthTopicContent <b>SymptomsHealthAs pect</b> WebPageElement <b>text</b></p>	<p><b>[Optional]</b> List and description of all symptoms, preferably applying to the <b>entire</b> population (as opposed to specific ages, genders etc).</p> <p>For more structure in your symptoms content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>1000 characters (text)</b>, which is the maximum that the UI will display. Otherwise the text will appear truncated with [...].</p>	<p>People may experience:</p> <ul style="list-style-type: none"> <li>• cough</li> <li>• fever</li> <li>• tiredness</li> <li>• difficulty breathing (severe cases)</li> </ul>
<p>HealthTopicContent <b>PreventionHealthAs pect</b> <b>description</b></p>	<p><b>[Required]</b> A short summary on how to prevent the disease (<b>max. 200 characters</b>).</p>	<p><i>There is currently no vaccine to prevent coronavirus disease (COVID-19).</i></p>
<p>HealthTopicContent <b>PreventionHealthAs pect</b> WebPageElement <b>text</b></p>	<p><b>[Required]</b> A list and/or detailed description on how to prevent the disease.</p> <p>For more structure in your medical treatment content, you can provide multiple WebPageElements with a headline (optional) and text each.</p> <p>Recommended to keep within <b>1,000 characters</b>, which is the</p>	<p><i>You can protect yourself and help prevent spreading the virus to others if you:</i></p> <p><i>Do</i></p> <ul style="list-style-type: none"> <li>• <i>Wash your hands regularly for 20 seconds, with soap and water or alcohol-based hand rub</i></li> <li>• <i>Cover your nose and mouth with a disposable tissue or flexed elbow when you cough or sneeze</i></li> </ul>

	<p>maximum that the UI will display.</p>	<ul style="list-style-type: none"> <li>• <i>Avoid close contact (1 meter or 3 feet) with people who are unwell</i></li> <li>• <i>Stay home and self-isolate from others in the household if you feel unwell</i></li> </ul> <p><i>Don't</i></p> <ul style="list-style-type: none"> <li>• <i>Touch your eyes, nose, or mouth if your hands are not clean</i></li> </ul>
<p>HealthTopicContent <b>TreatmentsHealthAspect description</b></p>	<p><b>[Required]</b> A short summary of the main self-care actions and/or medical treatments (<b>max. 200 characters</b>).</p> <p>Use this property to summarize content from text sections when self-care actions are not the only treatments available (1. Both self-care actions and medical treatments are available OR 2. <u>only</u> medical treatments are provided)</p>	<p><i>There is no specific medicine to prevent or treat coronavirus disease (COVID-19). People may need supportive care to help them breathe.</i></p>
<p>HealthTopicContent <b>TreatmentsHealthAspect</b> WebPageElement <b>text</b></p>	<p><b>[Conditionally required]</b> A list and/or detailed description of all other treatments, including surgery, drugs or other medical interventions (other than self care).</p> <p>For more structure in your medical treatment content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>1,000 characters</b>, which is the maximum that the UI will display with all texts for the TreatmentHealthAspect combined. Otherwise the text will appear truncated with [...].</p>	<p><i>If you develop a fever, cough, and have difficulty breathing, promptly seek medical care. Call in advance and tell your health provider of any recent travel or recent contact with travelers.</i></p>

<p>HealthTopicContent <b>SelfCareHealthAspect</b> description</p>	<p><b>[Optional]</b> A short summary of the main self-care actions and/or home treatments (<b>max. 200 characters</b>).</p> <p>Use to summarize content from the self-care text section if <u>only</u> self-care actions and no medical treatments are available.</p> <p>Note that SelfCareHealthAspect description is required when a condition has only self care info, without other medical treatments.</p>	<p>N/A</p>
<p>HealthTopicContent <b>SelfCareHealthAspect</b> WebPageElement text</p>	<p><b>[Conditionally required]</b> A list and/or detailed description of self-care actions and/or home treatments. Focus on the most important do's and don'ts.</p> <p>For more structure in your self-care content, you can provide multiple WebPageElements with a headline (optional) and text each.</p> <p>Recommended to keep within <b>1,000 characters</b>, which is the maximum that the UI will display with all texts for the SelfCareHealthAspect combined. Otherwise the text will appear truncated with [...].</p>	<p><i>If you have mild symptoms, stay at home until you've recovered. You can relieve your symptoms if you:</i></p> <ul style="list-style-type: none"> <li>● <i>rest and sleep</i></li> <li>● <i>keep warm</i></li> <li>● <i>drink plenty of liquids</i></li> <li>● <i>use a room humidifier or take a hot shower to help ease a sore throat and cough</i></li> </ul>

## Technical Guidelines

Content should be a valid JSON enclosed within the <script type="application/ld+json"> ... </script> tag. The <script> tag may be placed in either the <HEAD> or <BODY> region of the page that holds a Health aspect (e.g. condition)

For content validity, the mark-up should contain one and only one MedicalWebPage entity per page.



Within the `https://<example.com>/<specific health aspect>/*` domain, only one representation per each health aspect should exist, e.g. no two `MedicalWebPage` instances in different pages may represent the same health aspect (e.g. condition).

Search builds each Health KP from entities within an instance of a `MedicalWebPage` entity. Properties within the `HealthTopicContent` and `WebPageElement` maps to a specific part of the KP, such as the header, tabs, body text, and footer.

## HTML Tags in your Markup

### URLs

The marked-up content should not include any URLs except for `@context`, `@id`, and/or any other URL-based properties. For example, a text property of a `SymptomsHealthAspect` `WebPageElement` is not good when it contains a URL, (e.g. "according to <https://www.example.com/conditions/corona/>, symptoms are ..."). All embedded hyperlinks will be ignored.

### Formatting Tags

All non-URL related text properties will be rendered as plain text, having all HTML tag based formatting, like bolding or italics, stripped. The following exceptions apply:

- Headings (e.g. `<h2>` tags) and paragraphs (e.g. `<p>` tags) will be rendered as line breaks. Try to avoid using these tags to prevent excessive line breaks in the Knowledge Panel.
- Bulleted lists (`<ul>` and `<li>` tags) will be rendered as bullets.
- The headline properties (of `HealthTopicContent` and/or `WebPageElement`) will be rendered as headlines.

### Character limit

HTML tags will not count into the character limit for a given aspect.

## Structured Data Type Definitions

We are using the high-level entity `MedicalWebPage` schema to indicate a web page is about a specific health aspect (e.g. `MedicalCondition`, `MedicalSignOrSymptom` and etc)

Within a `MedicalWebPage`, use the `hasPart` property to model `HealthTopicContent` that is specific to a Health Aspect such as Overview, Symptoms, Prevention, Treatments, Self Care and etc when applicable. See full list in `HealthAspectEnumeration`, note that not all the Health Aspects are supported yet.

Each `MedicalWebPage` can have multiple `HealthTopicContent` entities (linked via `hasPart`) and each `HealthTopicContent` can be linked to a specific member of the `HealthAspectEnumeration` (via `hasHealthAspect`)

## Condition KP

### Type: MedicalWebPage

Property	Required	Type	Guidelines
@context	Yes	Text	Value must be "http://schema.org/"
@type	Yes	Text	Value must be "MedicalWebPage"
about	Yes	<a href="#">MedicalCondition</a> or <a href="#">MedicalSignOrSymptom</a>	Indicates that a medical webpage is about a specific health related entities, e.g. <a href="#">MedicalCondition</a> or <a href="#">MedicalSignOrSymptom</a>
hasPart	Yes	<a href="#">HealthTopicContent</a>	Indicates that an item or entity is part of a <a href="#">MedicalWebPage</a>  Using this property to link <a href="#">MedicalWebPage</a> to one or more <a href="#">HealthTopicContent</a> entity
url	Yes	<a href="#">URL</a>	URL to the data provider/source website

#### Example - MedicalWebPage

```
{
  '@type' : "MedicalWebPage",
  '@context' : "http://schema.org",
  'about' : {
    '@type' : "http://schema.org/MedicalCondition",
    'name' : "Coronavirus disease",
    'alternateName' : "2019 Novel Coronavirus, 2019-nCoV"
  },
  'url' : "https://www.example.com/",
  'hasPart' : [
    {
      '@type' : "http://schema.org/HealthTopicContent"
      ...
    }
  ]
}
```

### Type: [HealthTopicContent](#)

HealthTopicContent is WebContent about a specific aspect of a health topic. It may be comprised of several parts or sections that contain different types of media.

For medical conditions, applicable Health Aspects include Overview, Symptoms, Treatments, SelfCare, SeeDoctor, Contagiousness, Prevention, LivingWith and etc.

Property	Required	Type	Guidelines
@type	Yes	Text	Value must be "HealthTopicContent"
hasHealthAspect	Yes	<u>HealthAspectEnumeration</u>	Indicates that the health content is about a specific aspect.  Eligible value of this property shall be a member of the <u>HealthAspectEnumeration</u> , such as, TreatmentsHealthAspect
description	No	Text	A description of the specific health aspect.
hasPart	Yes	<u>CreativeWork</u>	Parts and/or sections of the actual content about a specific aspect of the topic.  The expected type may range from <u>WebPageElement</u> , Article, or a VideoObject.
mentions	No	<u>Thing</u>	Other entities or topics that appear in the content. This property may be used to convey granular topics that are relevant to this aspect.
url	Yes	<u>URL</u>	URL deep-link to the entity specific section of the specific page about a HealthAspect

#### Example - HealthTopicContent

```
{
  '@type' : "MedicalWebPage",
  ...
  'hasPart' : [
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/OverviewHealthAspect",
      'description' : "<p>Coronavirus disease (COVID-19) is an infectious disease caused by a new virus.</p><p>The disease causes respiratory illness (like the flu) with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. You
```

```

can protect yourself by washing your hands frequently, avoiding touching your face,
and avoiding close contact (1 meter or 3 feet) with people who are unwell.</p>",
'url' : "https://www.example.com/link/to/the/overview/section",
'hasPart' : [
  {
    '@type' : "WebPageElement",
    'headline' : "How it spreads"
    'text' : "Coronavirus disease spreads primarily through contact with an infected
person when they cough or sneeze. It also spreads when a person touches a surface or
object that has the virus on it, then touches their eyes, nose, or mouth."
  },
  {...more WebPageElements}
]
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/SymptomsHealthAspect",
  ...
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/PreventionHealthAspect",
  ...
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/TreatmentsHealthAspect",
  ...
}
]
}

```

## Type: WebPageElement

Property	Required	Type	Guidelines
@type	Yes	Text	Value must be "WebPageElement"
headline	No	Text	Headline of the <u>WebPageElement</u> that concisely describes what the web page element is about.  This allows a maximum of <b>50</b> characters.
text	Conditionally required	Text	Longer descriptive text of the entity. Recommended max length of <b>1000</b> characters (with all WebPageElements combined), additional characters beyond this

			<p>limit will not be displayed on the product UI.</p> <p>Required for:</p> <ul style="list-style-type: none"> <li>● OverviewHealthAspect</li> <li>● PreventionHealthAspect</li> </ul> <p>Conditionally required for:</p> <ul style="list-style-type: none"> <li>● TreatmentsHealthAspect when SelfCareHealthAspect is not present</li> <li>● SelfCareHealthAspect when it is present</li> </ul>
hasPart	No	<u>CreativeWork</u>	Indicates an item or CreativeWork that is part of this item/ <u>WebPageElement</u>

### Example - WebPageElement

```

{
  "@type": "MedicalWebPage",
  ...
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      ...
      "hasPart": [
        {
          "@type": "WebPageElement",
          "headline": "How it spreads",
          "text": "The new coronavirus spreads primarily through contact with an infected
person when they cough or sneeze, or through droplets of saliva or discharge from the
nose."
        },
        {
          "@type": "HealthTopicContent"
        },
        {
          "@type": "HealthTopicContent"
        }
      ]
    }
  ]
}

```

### Type: MedicalCondition

Property	Required	Type	Guidelines
@type	Yes	Text	Value must be "MedicalCondition"

name	Yes	Text	Name of the condition. Must be the same as under MedicalWebPage.
alternateName	Optional	Text	Other commonly known names of the condition. For example: "2019 Novel Coronavirus, 2019-nCoV" for COVID-19.

Example - MedicalCondition

See the MedicalWebPage [example](#)

## Complete Example

```
{
  '@type' : "MedicalWebPage",
  '@context' : "http://schema.org",
  'about' : {
    '@type' : "MedicalCondition",
    'name' : "Coronavirus disease (COVID-19)",
    'alternateName' : "2019 Novel Coronavirus, 2019-nCoV"
  },
  'url' : "https://www.example.com/",
  'hasPart' : [
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/OverviewHealthAspect",
      'description' : "...",
      'hasPart' : [
        {'@type' : "WebPageElement",
          "headline": "How it spreads",
          'text' : "..."},
        ...
      ],
      'url' : "https://www.example.com/link-to-the-overview-section"
    },
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/SymptomsHealthAspect",
      'description' : "...",
      'hasPart' : [
        {'@type' : "WebPageElement", 'text' : "..."},
        ...
      ],
      'url' : "https://www.example.com/link-to-the-symptoms-section"
    },
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/PreventionHealthAspect",
      'description' : "...",
      'hasPart' : [
        {'@type' : "WebPageElement", 'text' : "..."},
        ...
      ],
      'url' : "https://www.example.com/link-to-the-prevention-section"
    },
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/SelfCareHealthAspect",
      'description' : "...",

```

```

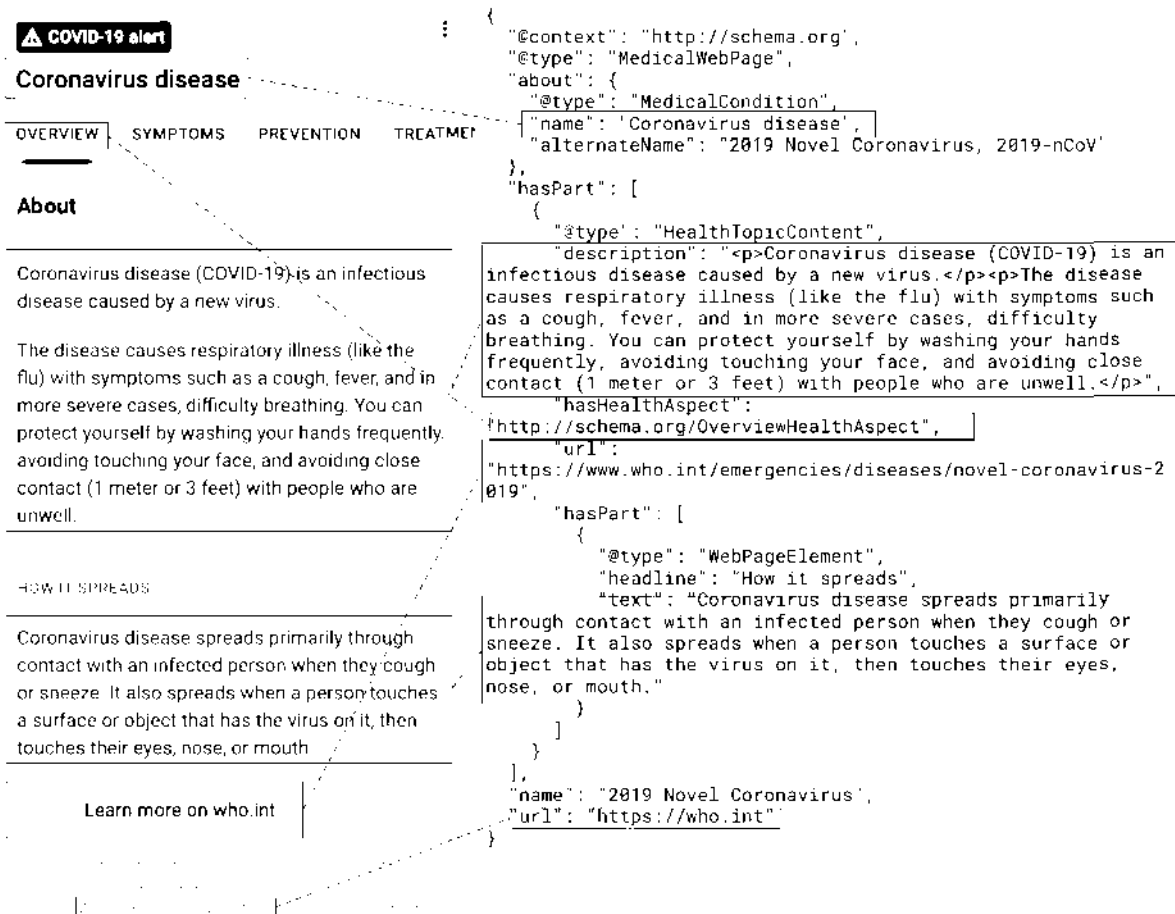
'hasPart' : [
  {'@type' : "WebPageElement", 'text' : "..."},
  {'@type' : "WebPageElement", 'headline': "Do", "text' : "..."},
  {'@type' : "WebPageElement", 'headline': "Don't", "text' : "..."},
  ...
],
'url' : "https://example.com/link-to-selfcare-section"
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/TreatmentsHealthAspect",
  'description' : "...",
  'hasPart' : [
    {'@type' : "WebPageElement", 'text' : "..."},
    ...
  ],
  'url' : "https://www.example.com/link-to-the-treatments-section"
}
]
}

```

# Product UI to JSON-LD Mapping

## Coronavirus OSRP

### Overview - about



# Symptoms

**COVID-19 alert**

## Coronavirus disease

OVERVIEW SYMPTOMS PREVENTION NEWS

People may become sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.

More rarely, the disease can be serious, in particular for older people and people with other medical conditions (such as asthma, diabetes, or heart disease). In severe cases, people may experience difficulty breathing.

- People may experience:
- cough
  - fever
  - tiredness
  - difficulty breathing (severe cases)

[Learn more on who.int](#)

```
{
  "@context": "http://schema.org",
  "@type": "MedicalWebPage",
  "about": {
    "@type": "MedicalCondition",
    "name": "Coronavirus disease",
    "alternateName": "2019 Novel Coronavirus, 2019-nCoV"
  },
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      "description": "<p>People may be sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.</p><p>More rarely, the disease can be serious and even fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</p>",
      "hasHealthAspect": {
        "uri": "http://schema.org/SymptomsHealthAspect",
        "uri": "https://www.who.int/news-room/q-a-detail/q-a-coronaviruses#:~:text=symptoms",
        "hasPart": [
          {
            "@type": "WebPageElement",
            "text": "<p>People may experience:</p><ul><li>cough</li><li>fever</li><li>tiredness</li><li>difficulty breathing (severe cases)</li></ul>"
          }
        ]
      }
    }
  ],
  "name": "2019 Novel Coronavirus",
  "url": "https://who.int"
}
```



# Preventions

PTOMS   TESTING   **PREVENTION**   TREATMENTS

Protect yourself and others around you by knowing the facts and taking appropriate precautions. Follow advice provided by your local public health agency.

- To prevent the spread of COVID-19:
- Clean your hands often with soap and water or an alcohol-based hand rub.
  - Maintain a safe distance from others who are coughing or sneezing.
  - Don't touch your eyes, nose or mouth.
  - Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze.
  - Stay home if you feel unwell.
  - If you have a fever, cough and difficulty breathing, seek medical attention in advance.
  - Follow the local health agency's advice to help authorities.
- Avoiding unneeded visits to medical facilities allows healthcare systems to operate more effectively, therefore protecting you and others.

Learn more on [who.int](https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public)

```

{
  "@context": "http://schema.org",
  "@type": "MedicalWebPage",
  "about": {
    "@type": "MedicalCondition",
    "name": "Coronavirus disease",
    "alternateName": "2019 Novel Coronavirus, 2019-nCoV"
  },
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      "description": "Protect yourself and others around you by knowing the facts and taking appropriate precautions. Follow advice provided by your local public health agency."
    },
    {
      "hasHealthAspect": "http://schema.org/PreventionHealthAspect",
      "hasPart": [
        {
          "@type": "WebPageElement",
          "text": "To prevent the spread of COVID-19:</p><ul><li>Clean your hands often. Use soap and water, or an alcohol-based hand rub.</li><li>Maintain a safe distance from anyone who is coughing or sneezing.</li><li>Don't touch your eyes, nose or mouth.</li><li>Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze.</li><li>Stay home if you feel unwell.</li><li>If you have a fever, cough and difficulty breathing, seek medical attention in advance.</li><li>Follow the directions of your local health authority.</li></ul><p>Avoiding unneeded visits to medical facilities allows healthcare systems to operate more effectively, therefore protecting you and others.</p>"
        }
      ],
      "url": "https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public"
    }
  ],
  "name": "2019 Novel Coronavirus",
  "url": "https://who.int"
}

```

## Treatments

**COVID-19 alert**

**Coronavirus disease**

PREVENTION **TREATMENTS** NEWS STATISTICS

To date, there are no specific vaccines or medicines for COVID-19.

Treatments are under investigation, and will be tested through clinical trials.

Self-care

**Medical treatments**

If you have mild symptoms and are otherwise healthy, self-isolate and contact your medical provider or a COVID-19 information line for advice.

Seek medical care if you have a fever, a cough, and difficulty breathing. Call in advance.

[Learn more on who.int](#)

```

{
  "@context": "http://schema.org",
  "@type": "MedicalWebPage",
  "about": {
    "@type": "MedicalCondition",
    "name": "Coronavirus disease",
    "alternateName": "2019 Novel Coronavirus, 2019-nCoV"
  },
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      "name": "treatments",
      "hasHealthAspect": [
        "http://schema.org/SelfCareHealthAspect",
        {
          "@type": "WebPageElement",
          "text": "...
        }
      ],
      "description": "
        <p>To date, there are no specific vaccines or medicines for COVID-19.</p>
        <p>Treatments are under investigation, and will be tested through clinical trials.</p>
      ",
      "hasHealthAspect": [
        "http://schema.org/TreatmentsHealthAspect",
        {
          "@type": "WebPageElement",
          "text": "
            <p>If you have mild symptoms and are otherwise healthy, self-isolate and contact your medical provider or a COVID-19 information line for advice.</p>
            <p>Seek medical care if you have a fever, a cough, and difficulty breathing. Call in advance.</p>
          "
        }
      ],
      "url": "https://www.who.int/news-room/q-a-detail/q-a-coronaviruses#:~:text=treatment"
    }
  ],
  "name": "2019 Novel Coronavirus",
  "url": "https://who.int"
}

```

## References

- Understand [how structured data works](#)
- Schema.org > [HealthTopicContent](#)

## Update log

Date	Notes	Author
2/19/20	Initial draft	congchen@
3/4/20	Updated spec with COVID-19 specific examples	congchen@
3/29/20	Updated with more partner onboarding info	congchen@
4/9/20	Added OSRP UI ↔ Data Schema mapping	congchen@

4/17/20	Updated OSRP UI ↔ Data Schema mapping	congchen@
---------	---------------------------------------	-----------

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thu, 23 Apr 2020 20:57:21 +0000  
**To:** Stanley Onyimba;Richman, Lisa M. (CDC/OD/OADC)  
**Cc:** Cong Chen;Verma, Rohit (CDC/OD/OADC);Casanova, Alex (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Quick update Stanley,

We've updated the content and are running it through clearance. Still unclear on which sections they want to manage. Last draft I saw, they were proposing that we manage Overview and Symptoms as well, because agreed upon symptom are changing and not completely agreed upon from country to country.

(removing Kathleen who rotated out of the response)

We'll have the developers prep for marking the content up and let you know if there's any questions, but the JSON LD format is pretty well known in these parts!

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, April 23, 2020 4:07 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that you guys

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 2:39 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>;

Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

+[Cong Chen](#)

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If **Wednesday** does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,  
Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!  
Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:  
Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, February 18, 2020 3:44 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)  
Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)  
Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:



Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba

Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>; [merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

<merritta@google.com<mailto:merritta@google.com>>;  
jlsoures@google.com<mailto:jlsoures@google.com>  
<jlsoures@google.com<mailto:jlsoures@google.com>>; BHZ-BLV-15-Ponente (2) [GVC, No External  
Guests, Phone]  
<google.com\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com<ma  
ilto:google.com\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com>  
>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov<mailto:evp9@cdc.gov>>; Cong Chen  
<congchen@google.com<mailto:congchen@google.com>>;  
joseleal@google.com<mailto:joseleal@google.com>  
<joseleal@google.com<mailto:joseleal@google.com>>; Crawford, Carol Y. (CDC/OD/OADC)  
<cjy1@cdc.gov<mailto:cjy1@cdc.gov>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)  
(evp9@cdc.gov<mailto:evp9@cdc.gov>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-  
Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente  
(2) [GVC, No External Guests, Phone]

(map<[https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clif  
ton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-  
Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clif<br/>ton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-<br/>Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<tel:+1%20661-491-5626> PIN 558374# More phone  
numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
-----------------	-----------------------------	---------------------

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 29 Apr 2020 11:57:33 +0000  
**To:** Stanley Onyimba  
**Cc:** Cong Chen;Mullins, Scott R. (CDC/OD/OADC) (CTR);Smith, Fred (CDC/OD/OADC);Richman, Lisa M. (CDC/OD/OADC);Verma, Rohit (CDC/OD/OADC);Casanova, Alex (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** Google Knowledge Panel \_ Overview Symptoms Prevention and Treatment 4.27.2020\_more cay2.docx

Stanley – I'm sorry that I missed your response lasts response below but (b)(5)

(b)(5)

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, April 28, 2020 5:34 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Cong Chen <congchen@google.com>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

On Tue, Apr 28, 2020 at 2:25 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, April 28, 2020 5:20 PM  
**To:** Cong Chen  
**Cc:** Mullins, Scott R. (CDC/OD/OADC) (CTR); Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

Instead of having your team make the content changes and send back a final copy, I thought it might be easier if we shared a proposed final copy of the content (below) which reflects all the recommended changes. Hoping this saves your team some time. Please let us know if the CDC is comfortable with the following final copy:

## Overview

(b)(5)

## HOW IT SPREADS

(b)(5)

## Symptoms

(b)(5)

(b)(5)

## Prevention

(b)(5)

## Treatment

(b)(5)

(b)(5)

Thanks,  
Stanley

On Tue, Apr 28, 2020 at 11:52 AM Cong Chen <congchen@google.com> wrote:

(b)(5)

On Tue, Apr 28, 2020 at 2:30 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov> wrote:

(b)(5)

**From:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Sent:** Tuesday, April 28, 2020 1:41 PM

**To:** Stanley Onyimba <sonyimba@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Cc:** Cong Chen <congchen@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>

**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Stanley

(b)(5)

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Tuesday, April 28, 2020 1:30 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Cong Chen <congchen@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi CDC Team,

(b)(5)



@Smith, Fred (CDC/OD/OADC) - (b)(5)

(b)(5)

*Google feedback:*

(b)(5)

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 6:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
You're amazing! Thanks, Carol!

On Mon, Apr 27, 2020, 5:59 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
I received clearance tonight. Disclaimer change is OK. And below is the Overview text that was cleared.  
Thanks!

## Overview

COVID-19 is caused by a coronavirus called SARS-CoV-2. Older adults and people who have severe underlying medical conditions like heart or lung disease or diabetes seem to be at higher risk for developing more serious complications from COVID-19 illness.

### HOW IT SPREADS

It is thought to spread mainly from person to person, mainly through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs. Spread is more likely when people are in close contact with one another (within about 6 feet).

COVID-19 seems to be spreading easily and sustainably in the community (“community spread”) in many affected geographic areas. Community spread means people have been infected with the virus in an area, including some who are not sure how or where they became infected.

Learn more link - <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Monday, April 27, 2020 8:43 PM

**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Cc:** Cong Chen <congchen@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

On Mon, Apr 27, 2020 at 12:38 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Thanks Stanley

(b)(5)

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 3:31 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5)

The spreadsheet-based approach is only a backup if the CDC wasn't able to implement the markup quickly so you can disregard this for now.

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 12:28 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:  
That is very impressive! :) Thank you Fred and the CDC team!

A quick related comment on the content. I noticed a few places in the shared doc where content is highlighted in bold. e.g. "Symptoms that may appear **2-14 days after exposure to the virus:**"  
Wanted to let you know that our data ingestion pipeline will not preserve bold texts, and thus on the product UI, it will be displayed as "Symptoms that may appear 2-14 days after exposure to the virus:".

Thanks a lot,  
Cong

On Mon, Apr 27, 2020 at 3:12 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay

Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 3:08 PM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.
- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

(b)(5)

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Thursday, April 23, 2020 4:07 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that (b)(5)

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime

(b)(5)

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:  
Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, March 6, 2020 2:39 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

+Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized SOS Alerts with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,  
Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Lisa,

(b)(5)

Thanks!  
Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, February 18, 2020 3:44 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,



Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)  
Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)  
Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:  
Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba

Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;

[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>

<[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>

>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>; Cong Chen

<[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;

[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>

<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)

<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>>

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)

([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)

When: Thursday, February 13, 2020 2:30 PM-3:30 PM.

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clif](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clif)

ton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-  
Ponente+%28%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:+120661-491-5626>> PIN 558374# More phone numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luis Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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(b)(5)

(b)(5)

(b)(5)



**From:** Stanley Onyimba  
**Sent:** Tue, 28 Apr 2020 14:18:35 -0700  
**To:** Cong Chen  
**Cc:** Mullins, Scott R. (CDC/OD/OADC) (CTR);Smith, Fred (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);Richman, Lisa M. (CDC/OD/OADC);Verma, Rohit (CDC/OD/OADC);Casanova, Alex (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** Google & CDC COVID-19 Knowledge Panel Content 4.28.20.pdf

Hi Fred,

Instead of having your team make the content changes and send back a final copy, I thought it might be easier if we shared a proposed final copy of the content (below) which reflects all the recommended changes. Hoping this saves your team some time. Please let us know if the CDC is comfortable with the following final copy:

## Overview

(b)(5)

## HOW IT SPREADS

(b)(5)

## Symptoms

(b)(5)



## Prevention

(b)(5)



(b)(5)

## Treatment

(b)(5)

Thanks,  
Stanley

On Tue, Apr 28, 2020 at 11:52 AM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:  
Awesome. Thank you so much Scott! Please kindly keep us posted once the updated markup is ready on your site and we can kick off the data ingestion from there! For any minor issues, we should be able to catch it via our data quality/QA process before pushing the content live.

On Tue, Apr 28, 2020 at 2:30 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

We do have markup ready as JSON-LD to be added to our Coronavirus homepage ( <https://www.cdc.gov/coronavirus/2019-nCoV/index.html> ) once the suggestions have been addressed.

**From:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Sent:** Tuesday, April 28, 2020 1:41 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Hi Stanley

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, April 28, 2020 1:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Hi CDC Team,

(b)(5)

@Smith, Fred (CDC/OD/OADC) - (b)(5)

(b)(5)

*Google feedback:*

(b)(5)

Thanks,

Stanley

On Mon, Apr 27, 2020 at 6:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

You're amazing! Thanks, Carol!

On Mon, Apr 27, 2020, 5:59 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

I received clearance tonight. Disclaimer change is OK. And below is the Overview text that was cleared. Thanks!

## Overview

COVID-19 is caused by a coronavirus called SARS-CoV-2. Older adults and people who have severe underlying medical conditions like heart or lung disease or diabetes seem to be at higher risk for developing more serious complications from COVID-19 illness.

### HOW IT SPREADS

It is thought to spread mainly from person to person, mainly through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs. Spread is more likely when people are in close contact with one another (within about 6 feet).

COVID-19 seems to be spreading easily and sustainably in the community (“community spread”) in many affected geographic areas. Community spread means people have been infected with the virus in an area, including some who are not sure how or where they became infected.

Learn more link - <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 8:43 PM

**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Great, I'll keep an eye out for the markup update tomorrow. Will you also be able to confirm if the CDC is comfortable with the recommended change (removing the disclaimer from the KP) tomorrow as well?

We can proceed with the symptoms, prevention, and treatment content once the CDC confirms the above change and then review the new Overview content (once available), share any feedback, and add to the KP later.

On Mon, Apr 27, 2020 at 12:38 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Thanks Stanley

(b)(5)

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 3:31 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC)

<[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex

(CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>;

Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5)

The spreadsheet-based approach is only a backup if the CDC wasn't able to implement the markup quickly so you can disregard this for now.

Thanks,

Stanley

On Mon, Apr 27, 2020 at 12:28 PM Cong Chen <[congchcn@google.com](mailto:congchcn@google.com)> wrote:

That is very impressive! :) Thank you Fred and the CDC team!

A quick related comment on the content. I noticed a few places in the shared doc where content is highlighted in bold. e.g. "Symptoms that may appear **2-14 days after exposure to the virus:**"

Wanted to let you know that our data ingestion pipeline will not preserve bold texts, and thus on the product UI, it will be displayed as "Symptoms that may appear 2-14 days after exposure to the virus:".

Thanks a lot,

Cong

On Mon, Apr 27, 2020 at 3:12 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay



Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, April 27, 2020 3:08 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rcv9@cdc.gov](mailto:rcv9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.
- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

(b)(5)

Thanks,

Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov> wrote:

Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Thursday, April 23, 2020 4:07 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Cong Chen <congchen@google.com>; Verna, Rohit (CDC/OD/OADC) <rev9@cdc.gov>;

Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC)

<cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; LaPorte, Kathleen

(CDC/DDID/NCIRD/ID) <wng2@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5)

based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)



1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

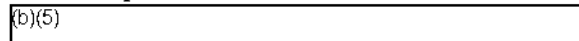
Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that

(b)(5)



**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, March 6, 2020 4:21 PM  
**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Sent:** Friday, March 6, 2020 3:55 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,

Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Hey Stanley Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, March 6, 2020 2:39 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

-Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,

Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!

Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, February 18, 2020 3:44 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:



Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,

Stanley

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Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
Sent: Wednesday, February 12, 2020 1:59 PM  
To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoarcs@google.com](mailto:jlsoarcs@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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From: Stanley Onyimba  
Sent: Sunday, February 9, 2020 6:02:42 PM  
To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>; [merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>; [merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>; [jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; [jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone] [google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>; [joselcal@google.com](mailto:joselcal@google.com)<<mailto:joselcal@google.com>>>; [joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-)

Ponente+[%282%29-%5BGVC,-No+External+Guests,-Phone%5D?hl=en](#))

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:-1%20661-491-5626>> PIN 558374# More phone numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ucWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ucWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> more options

>><[https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [cvp9@cdc.gov](mailto:cvp9@cdc.gov)<<mailto:cvp9@cdc.gov>> because you are subscribed for invitations on calendar [cvp9@cdc.gov](mailto:cvp9@cdc.gov)<<mailto:cvp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

(b)(5)

(b)(5)



(b)(5)

**From:** Stanley Onyimba  
**Sent:** Tue, 18 Feb 2020 12:44:03 -0800  
**To:** Richman, Lisa M. (CDC/OD/OADC)  
**Cc:** Verma, Rohit (CDC/OD/OADC);Casanova, Alex (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** CDC & Search Coronavirus KP.pdf, General Editorial Best Practices (Health KPs) for the CDC Feb, 2020.pdf

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Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

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Sent: Wednesday, February 12, 2020 1:59 PM  
To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoarcs@google.com](mailto:jlsoarcs@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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Sent: Sunday, February 9, 2020 6:02:42 PM  
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<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calen](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calen)

[dar.google.com](mailto:dar.google.com)>>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>>;  
Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>>;  
[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>>  
<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm -  
3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329,  
BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29-%5BGVC,+No+External+Guests,+Phone%5D?hl=en>](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29-%5BGVC,+No+External+Guests,+Phone%5D?hl=en))

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:+120661-491-5626>> PIN 558374# More phone numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[mcerritta@google.com](mailto:mcerritta@google.com)<<mailto:mcerritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>

more details

>><https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWVhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZlZlZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNe>

[w\\_York&hl=en&cs=1](#)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([cvp9@cdc.gov](mailto:cvp9@cdc.gov)<<mailto:cvp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [cvp9@cdc.gov](mailto:cvp9@cdc.gov)<<mailto:cvp9@cdc.gov>> because you are subscribed for invitations on calendar [cvp9@cdc.gov](mailto:cvp9@cdc.gov)<<mailto:cvp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

o e

# CDC & Search Coronavirus KP

February, 2020

# Agenda

| Our Approach to Health Crises

Coronavirus Product Response

| Coronavirus Knowledge Panel (KP) Vision

CDC & Coronavirus Content

| Implementation Process



# Our Approach to Health Crises: 4 Pillars



## Medical Accuracy

Authoritative information from trusted sources is paramount given significant public health risk

## Speed

Timely information is critical as public health crises can evolve rapidly

## Global Scale

Information at scale is important for our users across the globe

## Localization

Local information is highly relevant and valuable to our users

# Coronavirus & Search Product Pillars

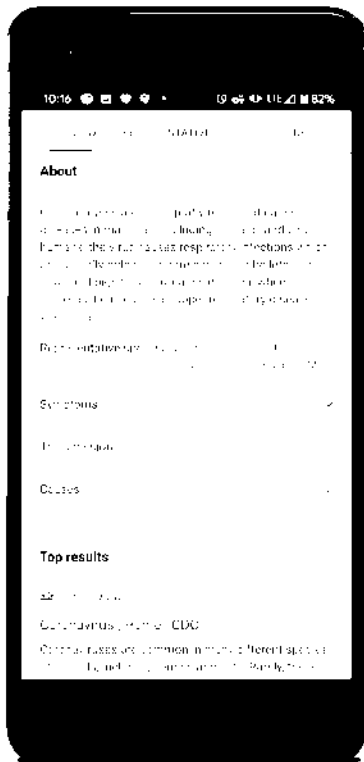
We strive to surface high-quality, evidence-based medical information

We strive to surface up-to-date information

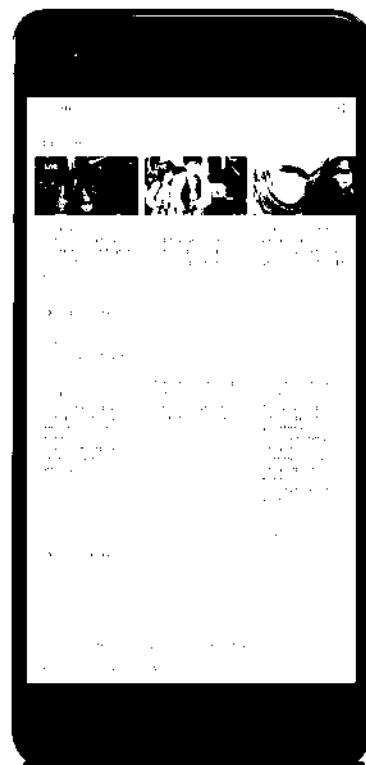
Our products are global so we must build for scale

Localization

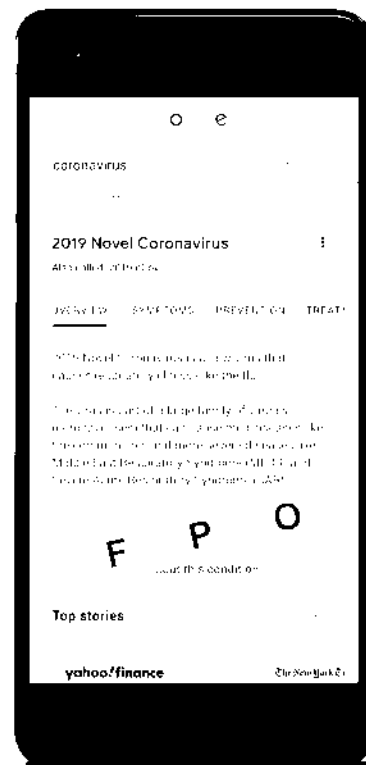
Local relevance increases user value



Early January  
 Wikipedia  
 (till Jan 30 2020)



99% SOS Alert  
 WHO  
 24/76 Hours  
 Page 2078



Health KP  
 WHO Globally / CDC in US



coronavirus symptoms



ABOUT 2019 NOVEL CORONAVIRUS

## 2019 Novel Coronavirus

Also called: 2019 nCoV

OVERVIEW SYMPTOMS PREVENTION TREATMENT

If you develop a fever, cough, or shortness of breath within 14 days after travel from China, you should call your doctor. If you have had close contact with someone showing these symptoms who has recently traveled from China, you should also call your doctor.

People may experience respiratory symptoms including:

- fever
- cough
- shortness of breath
- difficulty breathing...

F P O

<https://www.cdc.gov>

Coronavirus | About | Symptoms and Diagnosis | CDC

Common human coronaviruses: runny nose,

# Health Knowledge Panel

## Launch of a new condition KP in the US

User experience from [replace dates]

### Features:

- A brief overview of this new strain of coronavirus. (Content to be provided by CDC and will address the following questions: What is it? What do we know? How dangerous is it?)
- “How it spreads” information
- Travel advice
- A new Prevention tab with safety tips
- Symptoms overview including when to see a doctor
- Treatment overview including self care and medical treatments

# Anatomy of a Coronavirus KP

A brief overview of the virus, including how it spreads and travel advice

An overview of symptoms, including when to see a doctor

An overview of self-care and medical treatments

Tips on how to prevent getting sick

Each section will link directly to full-length content on the CDC webpage.

Google

A screenshot of a Google search for "coronavirus prevention". The search bar contains the text "coronavirus prevention" and a magnifying glass icon. Below the search bar, the search results are displayed. The top result is titled "2019 Novel Coronavirus" and is from the CDC. The snippet below the title reads: "There is currently no vaccine to prevent 2019-nCoV infection. The best way to prevent infection is to avoid being exposed to this virus." Below the snippet, there is a list of bullet points: "You can reduce your risk of infection if you: - Clean hands with soap and water or alcohol-based hand rub - Cover nose and mouth when coughing and sneezing with tissue or flexed elbow - Avoid close contact with anyone with cold or flu like symptoms". The navigation tabs at the bottom of the result are "VIEW", "SYMPTOMS", "TREATMENTS", and "PREVENTION", with "PREVENTION" being the active tab.

A screenshot of a Google search for "coronavirus treatments". The search bar contains the text "coronavirus treatments" and a magnifying glass icon. Below the search bar, the search results are displayed. The top result is titled "2019 Novel Coronavirus" and is from the CDC. The snippet below the title reads: "Treatment consists of fluids and supportive care." Below the snippet, there are two sections: "Self care" and "Medical treatments", each with a downward arrow indicating a dropdown menu. The navigation tabs at the bottom of the result are "VIEW", "SYMPTOMS", "PREVENTION", and "TREATMENTS", with "TREATMENTS" being the active tab.

# Sample content

COVID-19 is a new virus that causes respiratory illness (like the flu).

While the immediate risk of this new virus is low, you can protect yourself by washing your hands often with soap and water. Avoid touching your eyes, nose, and mouth with unwashed hands.

Some viruses are highly contagious (like measles), while other viruses are less so. We don't know yet how easily this virus spreads from person-to-person.

The CDC recommends that travelers avoid all nonessential travel to China.

Symptoms may appear between 2 to 14 days after exposure to the virus.

People may experience mild to severe symptoms, including:

- fever
- cough
- shortness of breath

If you develop a fever, cough, or shortness of breath within 14 days after travel from China, you should call your doctor.

If you have had close contact with someone showing these symptoms who has recently traveled from China, you should also call your doctor.

# Sample content

There is no specific medicine to treat COVID-19. If you are concerned about your symptoms, you should contact your healthcare provider.

You can relieve your symptoms if you:

- rest and sleep
- keep warm
- drink plenty of liquids
- use a room humidifier or take a hot shower to help ease a sore throat and cough

There are no specific medical treatments for the virus. People may receive supportive care to help relieve symptoms.

There is currently no vaccine to prevent COVID-19 infection. The best way to prevent infection is to avoid being exposed to this virus.

You can reduce your risk of infection if you:

- Wash your hands often with soap and water for at least 20 seconds
- Avoid close contact with people who are sick
- Avoid touching your eyes, nose, and mouth with unwashed hands
- Stay home when you are sick
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash
- Clean and disinfect frequently touched objects and surfaces

# Markup

to full example

```
{}JSON
... ❶ @context: "http://schema.org"
... ❷ @type: "MedicalWebPage"
... ❸ name: "COVID-19"
... ❹ url: "https://health-entity.org"
... ❺ {}about:
...   ❶ @type: "MedicalCondition"
...   ❷ name: "Coronavirus disease (COVID-19)"
...   ❸ alternateName: "2019 Novel Coronavirus"
... ❻ |hasPart:
...   ❶ {}
...     ❶ @type: "HealthTopicContent"
...     ❷ hasHealthAspect: "http://schema.org/OverviewHealthAspect"
...     ❸ description: "Coronavirus disease (COVID-19) is ..."
...     ❹ url: "https://https://health-entity.org/#overview"
...     ❺ {}hasPart:
...       ❶ {}
...         ❶ @type: "WebPageElement"
...         ❷ headline: "How it spreads?"
...         ❸ text: "Some viruses are highly contagious..."
...   ❷ {}
...     ❶ @type: "HealthTopicContent"
...     ❷ hasHealthAspect: "http://schema.org/SymptomsHealthAspect"
...     ❸ ...
...   ❸ {}
...     ❶ @type: "HealthTopicContent"
...     ❷ hasHealthAspect: "http://schema.org/PreventionHealthAspect"
...     ❸ ...
```



# Launch Process

- Mark up content on partner site
- Data ingestions
  - Initial data ingestion
  - Data updates
- QA iterations
  - Launch QA
  - on-going QA
- How to manage updates?
  - Push updates on a set frequency - for content updates that passes on-going QA
  - Feedback and re-ingestion

# Appendix

# Editorial Best Practices

Language should be clear, concise, unambiguous, and well-organized. Unnecessary medical jargon or complex terms should be avoided. Sentences should be short (~10-15 words or less). Content should be written at or below a 5th grade reading level.

Information should be medically accurate, up-to-date, and comprehensive. It should be regularly reviewed by medical professionals to ensure it accurately reflects the medical consensus.

Content should be gender neutral and free from bias. This includes biases based on race, culture, and other social factors such as primary spoken language, gender, sexual orientation, education, and employment status.

Content should address people's most common health information needs and preferences. Generally, it should not promote excessive worry, anxiety, or stigma. It should aim to be honestly optimistic rather than frightening or gloomy. It should not be vulgar or scary.

## General Editorial Best Practices

All marked-up health pages should contain content that is clear, concise and free of grammatical or spelling errors. Non-standard, gimmicky punctuation and capitalization should be avoided.

Ensure that content for each aspect provides original information, i.e. there is no significant content duplication between the two.

General [Search Content Guidelines](#) and [Medical Topics Policy](#) guidelines apply.

## General Content Guidelines for Health Information on Google Health Search

The following content guidelines apply to health information across Health Search's products, which includes Knowledge Panels for Conditions, Symptoms, and Drugs.

### **User friendly**

Language should be clear, concise, unambiguous, and well-organized. Unnecessary medical jargon or complex terms should be avoided. Sentences should be short (~10-15 words or less). Content should be written at or below a 5th grade reading level.

*Resources for plain language principles are available, for example, at [plainlanguage.gov](http://plainlanguage.gov), [CDC](http://CDC), and [NHS](http://NHS).*

### **High quality**

Information should be medically accurate, up-to-date, and comprehensive. It should be regularly reviewed by medical professionals to ensure it accurately reflects the medical consensus.

*Reliance on the knowledge of individual doctors is not sufficient as a guarantee of reliability. Ideally, information should be based on systematic reviews of published reports or on reviews in quality assured databases such as the [Cochrane Library](#).*

### **Unbiased**

Content should be gender neutral and free from bias. This includes biases based on race, culture, and other social factors such as primary spoken language, gender, sexual orientation, education, and employment status.

### **Engaging**

Content should address people’s most common health information needs and preferences. Generally, it should not promote excessive worry, anxiety, or stigma. It should aim to be honestly optimistic rather than frightening or gloomy (ref). It should not be vulgar or scary (ref).

## Examples

The examples below apply to our Knowledge Panels for Conditions and Symptoms. For Conditions, content includes a general overview of the disease as well as information about symptoms and treatments. For Symptoms, content includes a general description as well as information about common non-medical causes of the symptom.

	Bad example	Good example
<b>Condition: COPD</b>		
<b>Example Text</b>	<p>COPD is a common, preventable, and treatable disease that is characterized by persistent respiratory symptoms and airflow limitation that is due to airway and/or alveolar abnormalities usually caused by significant exposure to noxious particles or gases. The chronic airflow limitation that characterizes COPD is caused by a mixture of small airways disease (eg, obstructive bronchiolitis) and parenchymal destruction (emphysema), the relative contributions of which vary from person to person. Chronic inflammation causes structural changes, small airways narrowing, and destruction of lung parenchyma. A loss of small airways may contribute to airflow limitation and mucociliary dysfunction, a characteristic feature of the disease.</p>	<p>Emphysema and chronic bronchitis are the most common conditions that make up COPD. Damage to the lungs from COPD can't be reversed.</p> <p>Symptoms include shortness of breath, wheezing, or a chronic cough.</p> <p>Rescue inhalers and inhaled or oral steroids can help control symptoms and minimize further damage.</p>
<b>Reason</b>	<ul style="list-style-type: none"> <li>• Long sentences</li> <li>• Use of medical jargon</li> <li>• Information does not address users’ key information needs for this topic. It discusses technical definitions but does</li> </ul>	<ul style="list-style-type: none"> <li>• Short sentences</li> <li>• Minimal use of medical jargon</li> <li>• Information addresses key information needs, including gaining a realistic idea of</li> </ul>

	not help users' understand what is wrong, or how to prevent further symptoms.	prognosis and learning how to prevent or control symptoms.
<b>Condition: HIV</b>		
<b>Example Text</b>	<p>In the United States, HIV is spread mainly through anal or vaginal sex or by sharing drug-use equipment with an infected person. Although these risk factors are the same for everyone, some racial/ethnic groups are more affected than others, given their percentage of the population. This is because some population groups have higher rates of HIV in their communities, thus raising the risk of new infections with each sexual or drug use encounter.</p> <p>Blacks/African Americans account for a higher proportion of new HIV diagnoses and people living with HIV, compared to other races/ethnicities.</p>	<p>The virus can be transmitted through contact with infected blood, semen, or vaginal fluids.</p> <p>Within a few weeks of HIV infection, flu-like symptoms such as fever, sore throat, and fatigue can occur. Then the disease is usually asymptomatic until it progresses to AIDS. AIDS symptoms include weight loss, fever or night sweats, fatigue, and recurrent infections.</p> <p>No cure exists for AIDS, but strict adherence to anti-retroviral therapy (ART) can dramatically slow the disease's progress, prevent secondary infections and complications, and prolong life.</p>
<b>Reason</b>	<ul style="list-style-type: none"> <li>Although this information is medically accurate, it addresses specific racial/ethnic groups. When taken out of context it may promote stigma about HIV.</li> </ul>	<ul style="list-style-type: none"> <li>Information meets users' general information needs but does not single out specific races or ethnicities.</li> </ul>
<b>Symptom: Chest pain</b>		
<b>Example Text</b>	<p>Chest pain is serious business. If you think yours might be due to a heart attack, take action right away. The sooner you are checked out, the sooner you can get the kind of artery-opening therapy that can protect your heart from permanent damage.</p>	<p>Discomfort in the chest including a dull ache, a crushing or burning feeling, a sharp stabbing pain, and pain that radiates to the neck or shoulder.</p> <p>Common causes of this symptom Chest pain can have causes that aren't due to underlying disease. Examples include heavy lifting, weight lifting, trauma to the chest, or swallowing a large piece of food.</p>

<b>Reason</b>	<ul style="list-style-type: none"> <li>Information focuses on some of the more scary and serious causes of chest pain.</li> <li>Information includes specific diagnoses and treatment, rather than focusing on the symptom only.</li> </ul>	<ul style="list-style-type: none"> <li>Information provides a clear, accurate description of the symptom.</li> <li>Not overly frightening or prescriptive</li> <li>Does not mention specific diagnoses or treatments.</li> </ul>
<b>Symptom: Breast pain</b>		
<b>Example Text</b>	<p>Breast pain, also known as mastalgia, mammalgia, and mastodynia, is common and may include a dull ache, heaviness, tightness, a burning sensation in the breast tissue, or breast tenderness.</p>	<p>Tightness, tenderness or sharp pain in one or both breasts that occurs commonly and usually doesn't mean anything is seriously wrong.</p> <p>Common causes of this symptom Breast pain can have causes that aren't due to underlying disease. Examples include a tight fitting bra, pregnancy, menstruation, breast feeding, or exercise.</p>
<b>Reason</b>	<ul style="list-style-type: none"> <li>Use of medical jargon</li> </ul>	<ul style="list-style-type: none"> <li>No use of medical jargon</li> <li>Appropriately reassuring</li> </ul>

**From:** Richman, Lisa M. (CDC/OD/OADC)  
**Sent:** Tue, 18 Feb 2020 14:47:45 +0000  
**To:** Stanley Onyimba; Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Good morning Stanley –

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

- Lisa

**Lisa Richman, HCI-MS**

Senior Director, Health Communication  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs  
Director, Health Communication, Office of Communications Programs

-----Original Appointment-----

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Wednesday, February 12, 2020 1:59 PM  
**To:** Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); merritta@google.com; jlsoares@google.com; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; joseleal@google.com; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**When:** Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]



**From:** Stanley Onyimba

**Sent:** Sunday, February 9, 2020 6:02:42 PM

**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; [merritta@google.com](mailto:merritta@google.com) <[merritta@google.com](mailto:merritta@google.com)>; [jlsoares@google.com](mailto:jlsoares@google.com) <[jlsoares@google.com](mailto:jlsoares@google.com)>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

<[google.com 726f6f6d5f62725f62687a5f626c765f3135Sf31353538@resource.calendar.google.com](https://calendar.google.com/calendar/ical/726f6f6d5f62725f62687a5f626c765f3135Sf31353538@resource.calendar.google.com)>;

Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>;

[joseleal@google.com](mailto:joseleal@google.com) <[joseleal@google.com](mailto:joseleal@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

**When:** Thursday, February 13, 2020 2:30 PM-3:30 PM.

**Where:** Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

**You have been invited to the following event.**

### **CDC & Search Coronavirus Follow Up**

Thu Feb 13, 2020 2:30pm – 3:30pm

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone] ([map](#))

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)

[+1 661-491-5626](tel:+16614915626)

[More phone numbers](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

- Stanley Onyimba
- [merritta@google.com](mailto:merritta@google.com)
- João Luis Soares
- [evp9@cdc.gov](mailto:evp9@cdc.gov)
- Cong Chen
- José Leal
- [cjy1@cdc.gov](mailto:cjy1@cdc.gov)

[more details »](#)

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

[evp9@cdc.gov](mailto:evp9@cdc.gov) **Yes - Maybe - No** [more options »](#)

[Google Calendar](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

<https://www.google.com/calendar/>

[Learn More](#)

**From:** Cong Chen  
**Sent:** Fri, 6 Mar 2020 15:54:54 -0500  
**To:** Richman, Lisa M. (CDC/OD/OADC)  
**Cc:** Stanley Onyimba; Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** [CDC] COVID-19 Mark-Up Documentation.pdf

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, March 6, 2020 2:39 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

-Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,

Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!

Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC)

<buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,

Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <sonyimba@google.com>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); merritta@google.com; jlsoares@google.com; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; joselcal@google.com; Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba  
Sent: Sunday, February 9, 2020 6:02:42 PM  
To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;  
[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>  
<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;  
[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>  
<[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No  
External Guests, Phone]  
<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)  
<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>;  
Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;  
[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>  
<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm -  
3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329,  
BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%28%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en>](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%28%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en))

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:-1%20661-491-5626>> PIN 558374# More phone numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*



[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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[CDC] COVID-19 Mark-Up Documentation

# Technical Partner Documentation: Structured Data Mark-Up for COVID-19 KP

CONFIDENTIAL

Authors: congchen@

Reviewer: aweisser@, sonyimba@

Status: Draft

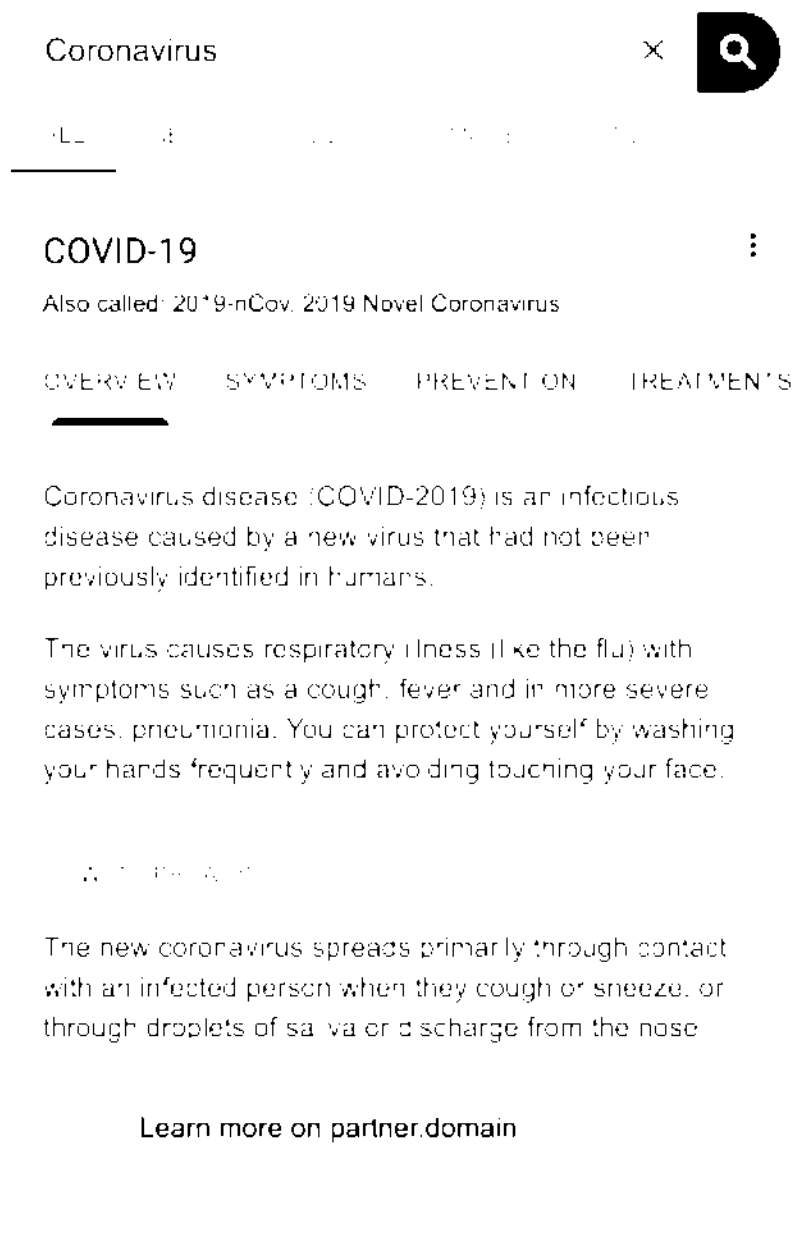
Last Edited: March, 2020 ([Update log](#))

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## Overview

This documentation is a guideline for providing structured data on the web that enables CoronaVirus Knowledge Panel (KP), one of the Health Search KPs to end users on Google Search.



### *An example of CoronaVirus KP*

This spec uses JSON-LD to help provide context for the information on a medical web page in a way that is consistent for Google Search to parse and easy for website developers to create. It uses schema entities from [schema.org](https://schema.org), including the following main entities:

- [MedicalWebPage](#)
- [HealthTopicContent](#)
- [WebPageElement](#)
- [MedicalCondition](#)

**Note:** This document is subject to change. Please check [the update log](#) to see a list of recent changes.

## Guidelines

Your content must follow these guidelines to be eligible to display in a Google Health Search KP (Knowledge Panel):

- [Content Guidelines](#)
- [Technical Guidelines](#)
- [Webmaster Guidelines](#)
- [General Structured Data Guidelines](#)
- [Medical Topics Policy](#)

## General Editorial Best Practices

All marked-up health pages should contain content that is clear, concise and free of grammatical or spelling errors. Non-standard, gimmicky punctuation and capitalization should be avoided.

Ensure that content for text and description properties is in line with our guidelines for the respective aspect, and that each provides original information, i.e. there is no significant content duplication between the two.

For best use of limited space in the Knowledge Panel, we recommend excluding content from the mark-up that can be considered redundant with the Knowledge Panel UI. For example, the heading "How you can treat sinusitis yourself" can be considered redundant within the Self-care section.

General [Search Content Guidelines](#) and [Medical Topics Policy](#) guidelines apply.

## General Content Guidelines for Health Information on Google Health Search

The following content guidelines apply to health information across Health Search's products, which includes Knowledge Panels for Conditions, Symptoms, and Drugs.

### User friendly

Language should be clear, concise, unambiguous, and well-organized. Unnecessary medical jargon or complex terms should be avoided. Sentences should be short (~10-15 words or less). Content should be written at or below a 5th grade reading level.

*Resources for plain language principles are available, for example, at [plainlanguage.gov](#), [CDC](#), and [NHS](#).*

### High quality

Information should be medically accurate, up-to-date, and comprehensive. It should be regularly reviewed by medical professionals to ensure it accurately reflects the medical consensus.

*Reliance on the knowledge of individual doctors is not sufficient as a guarantee of reliability. Ideally, information should be based on systematic reviews of published reports or on reviews in quality assured databases such as the [Cochrane Library](#).*

### Unbiased

Content should be gender neutral and free from bias. This includes biases based on race, culture, and other social factors such as primary spoken language, gender, sexual orientation, education, and employment status.

### Engaging

Content should address people's most common health information needs and preferences. Generally, it should not promote excessive worry, anxiety, or stigma. It should aim to be honestly optimistic rather than frightening or gloomy ([ref](#)). It should not be vulgar or scary ([ref](#)).

## Examples

COVID-2019 example	
<b>Example Text</b>	<p>Coronavirus disease (COVID-2019) is an infectious disease caused by a new virus that had not been previously identified in humans.</p> <p>The virus causes respiratory illness (like the flu) with symptoms such as a cough, fever and in more severe cases, pneumonia. You can protect yourself by washing your hands frequently and avoiding touching your face.</p>
<b>Reason</b>	<ul style="list-style-type: none"> <li>• Short sentences</li> <li>• Minimal use of medical jargon</li> <li>• Information addresses key information needs, including gaining a realistic idea of prognosis and learning how to prevent or control symptoms.</li> <li>• Information meets users' general information needs but does not single out specific races or ethnicities.</li> </ul>
<b>Example Text</b>	<p>Coronavirus disease (COVID-19) is characterized by mild symptoms including a runny nose, sore throat, cough, and fever. Illness can be more severe for some people and can lead to pneumonia or breathing difficulties.</p> <p>More rarely, the disease can be fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</p>
<b>Reason</b>	<ul style="list-style-type: none"> <li>• Information provides a clear, accurate description of the symptom.</li> <li>• Not overly frightening or prescriptive</li> <li>• Does not mention specific diagnoses or treatments.</li> <li>• No use of medical jargon</li> </ul>

## Product Specific Content Guidelines

### CoronaVirus KP

CoronaVirus KP is as an extension of a condition KP, which provides information about a MedicalCondition (or a similar health entity) and can have one or more [HealthTopicContent](#) entities.

<b>MedicalCondition name</b>	<b>[Required]</b> The name of the condition. Use the medically correct (or preferred) name for the condition.	<p><i>Good</i> <i>Coronavirus disease (COVID-19)</i></p> <p><i>Bad</i> <i>Wuhan pneumonia</i></p>
<b>HealthTopicContent</b>	<b>[Required]</b> One or two sentences that provide a succinct, easy to	<i>Coronavirus disease (COVID-2019) is an infectious disease caused by a new virus</i>

<p><b>OverviewHealthAspect description</b></p>	<p>understand definition of the condition (<b>max. 200 characters</b>).</p>	<p><i>that had not been previously identified in humans.</i></p> <p><i>The virus causes respiratory illness (like the flu) with symptoms such as a cough, fever and in more severe cases, pneumonia. You can protect yourself by washing your hands frequently and avoiding touching your face.</i></p>
<p>HealthTopicContent <b>OverviewHealthAspect WebPageElement headline + text</b></p>	<p><b>[Optional]</b> additional information about the virus, preferably applying to the <b>entire</b> population (as opposed to specific ages, genders etc).</p> <p>For more structure in your overview content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>50 characters (headline) + 1000 characters (text)</b>, which is the maximum that the UI will display. Otherwise the text will appear truncated with [...].</p>	<p><i>How it spreads</i></p> <p><i>The new coronavirus spreads primarily through contact with an infected person when they cough or sneeze, or through droplets of saliva or discharge from the nose.</i></p>
<p>HealthTopicContent <b>SymptomsHealthAspect description</b></p>	<p><b>[Required]</b> A short summary of the main symptoms (<b>max. 200 characters</b>).</p>	<p><i>Coronavirus disease (COVID-19) is characterized by mild symptoms including a runny nose, sore throat, cough, and fever.</i></p> <p><i>Illness can be more severe for some people and can lead to pneumonia or breathing difficulties.</i></p> <p><i>More rarely, the disease can be fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</i></p>
<p>HealthTopicContent <b>SymptomsHealthAspect WebPageElement text</b></p>	<p><b>[Optional]</b> List and description of all symptoms, preferably applying to the <b>entire</b> population (as opposed to specific ages, genders etc).</p> <p>For more structure in your symptoms content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>1000 characters (text)</b>, which is the maximum that the UI will display. Otherwise the text will appear truncated with [...].</p>	<p><i>People may experience:</i></p> <ul style="list-style-type: none"> <li>● <i>runny nose</i></li> <li>● <i>sore throat</i></li> <li>● <i>cough</i></li> <li>● <i>fever</i></li> <li>● <i>difficulty breathing (severe cases)</i></li> </ul>

HealthTopicContent <b>PreventionHealthAspect description</b>	<b>[Required]</b> A short summary on how to prevent the disease ( <b>max. 200 characters</b> ).	<i>There is currently no vaccine to prevent coronavirus disease (COVID-19).</i>
HealthTopicContent <b>PreventionHealthAspect WebPageElement text</b>	<b>[Required]</b> A list and/or detailed description on how to prevent the disease.  For more structure in your medical treatment content, you can provide multiple WebPageElements with a headline (optional) and text each.  Recommended to keep within <b>1,000 characters</b> , which is the maximum that the UI will display.	<i>You can reduce your risk of infection if you:</i> <ul style="list-style-type: none"> <li>● <i>Clean hands frequently with alcohol-based hand rub or soap and water</i></li> <li>● <i>Cover nose and mouth when coughing and sneezing with tissue or flexed elbow</i></li> <li>● <i>Avoid close contact (1 metre or 3 feet) with anyone with cold or flu-like symptoms</i></li> </ul>
HealthTopicContent <b>TreatmentsHealthAspect description</b>	<b>[Required]</b> A short summary of the main self-care actions and/or medical treatments ( <b>max. 200 characters</b> ).  Use this property to summarize content from text sections when self-care actions are not the only treatments available (1. Both self-care actions and medical treatments are available OR 2. <u>only</u> medical treatments are provided)	<i>There is no specific medicine to prevent or treat coronavirus disease (COVID-19). People may need supportive care to help them breathe.</i>
HealthTopicContent <b>TreatmentsHealthAspect WebPageElement text</b>	<b>[Conditionally required]</b> A list and/or detailed description of all other treatments, including surgery, drugs or other medical interventions (other than self care).  For more structure in your medical treatment content, you can provide multiple WebPageElements with a headline and text each.  Recommended to keep within <b>1,000 characters</b> , which is the maximum that the UI will display with all texts for the TreatmentHealthAspect combined. Otherwise the text will appear truncated with [...].	<i>If you develop a fever and cough – stay at home until you’ve recovered and at least for 14 days in order to keep others healthy.</i>  <i>If you develop a fever, cough, and have difficulty breathing within 14 days after travel from China or after close contact with someone who has traveled from China, call your doctor in advance of visiting the clinic and then promptly seek medical care as directed.</i>



<p>HealthTopicContent <b>SelfCareHealthAspect</b> description</p>	<p><b>[Optional]</b> A short summary of the main self-care actions and/or home treatments (<b>max. 200 characters</b>).</p> <p>Use to summarize content from the self-care text section if <u>only</u> self-care actions and no medical treatments are available.</p> <p>Note that SelfCareHealthAspect description is required when a condition has only self care info, without other medical treatments.</p>	<p>N/A</p>
<p>HealthTopicContent <b>SelfCareHealthAspect</b> WebPageElement text</p>	<p><b>[Conditionally required]</b> A list and/or detailed description of self-care actions and/or home treatments. Focus on the most important do's and don'ts.</p> <p>For more structure in your self-care content, you can provide multiple WebPageElements with a headline (optional) and text each.</p> <p>Recommended to keep within <b>1,000 characters</b>, which is the maximum that the UI will display with all texts for the SelfCareHealthAspect combined. Otherwise the text will appear truncated with [...].</p>	<p><i>If you have mild symptoms, stay at home until you've recovered. You can relieve your symptoms if you:</i></p> <ul style="list-style-type: none"> <li>● <i>rest and sleep</i></li> <li>● <i>keep warm</i></li> <li>● <i>drink plenty of liquids</i></li> <li>● <i>use a room humidifier or take a hot shower to help ease a sore throat and cough</i></li> </ul>

## Technical Guidelines

Content should be a valid JSON enclosed within the `<script type="application/ld+json"> ... </script>` tag. The `<script>` tag may be placed in either the `<HEAD>` or `<BODY>` region of the page that holds a Health aspect (e.g. condition)

For content validity, the mark-up should contain one and only one [MedicalWebPage](#) entity per page.

Within the `https://<example.com>/<specific health aspect>/*` domain, only one representation per each health aspect should exist, e.g. no two `MedicalWebPage` instances in different pages may represent the same health aspect (e.g. condition).

Search builds each Health KP from entities within an instance of a `MedicalWebPage` entity. Properties within the `HealthTopicContent` and `WebPageElement` maps to a specific part of the KP, such as the header, tabs, body text, and footer.

## HTML Tags in your Markup

### URLs

The marked-up content should not include any URLs except for @context, @id, and/or any other URL-based properties. For example, a text property of a SymptomsHealthAspect WebPageElement is not good when it contains a URL, (e.g. "according to <https://www.example.com/conditions/corona/>, symptoms are ..."). All embedded hyperlinks will be ignored.

### Formatting Tags

All non-URL related text properties will be rendered as plain text, having all HTML tag based formatting, like bolding or italics, stripped. The following exceptions apply:

- Headings (e.g. <h2> tags) and paragraphs (e.g. <p> tags) will be rendered as line breaks. Try to avoid using these tags to prevent excessive line breaks in the Knowledge Panel.
- Bulleted lists (<ul> and <li> tags) will be rendered as bullets.
- The headline properties (of [HealthTopicContent](#) and/or [WebPageElement](#)) will be rendered as headlines.

### Character limit

HTML tags will not count into the character limit for a given aspect.

## Structured Data Type Definitions

We are using the high-level entity [MedicalWebPage](#) schema to indicate a web page is about a specific health aspect (e.g. [MedicalCondition](#), [MedicalSignOrSymptom](#) and etc)

Within a [MedicalWebPage](#), use the hasPart property to model [HealthTopicContent](#) that is specific to a Health Aspect such as Overview, Symptoms, Treatments, Self Care, Contagiousness, Related Topics, Seeing Doctor and etc when applicable. See full list in [HealthAspectEnumeration](#), note that not all the Health Aspects are supported by our product on Google search yet.

Each [MedicalWebPage](#) can have multiple [HealthTopicContent](#) entities (linked via [hasPart](#)) and each [HealthTopicContent](#) can be linked to a specific member of the [HealthAspectEnumeration](#) (via [hasHealthAspect](#))

## Condition KP

### Type: MedicalWebPage

--	--	--	--

@context	Yes	Text	Value must be "http://schema.org/"
about	Yes	<u>Thing</u>	Indicates that a medical webpage is about a specific health related entities, e.g. <u>MedicalCondition</u> or <u>MedicalSignOrSymptom</u>
hasPart	Yes	<u>HealthTopicContent</u>	Indicates that an item or entity is part of a <u>MedicalWebPage</u>  Using this property to link <u>MedicalWebPage</u> to one or more <u>HealthTopicContent</u> entity
url	Yes	<u>URL</u>	URL to the data provider/source website

### Example - MedicalWebPage

```
{
  "@type" : "MedicalWebPage",
  "@context" : "http://schema.org",
  "about" : {
    "@type" : "http://schema.org/MedicalCondition",
    "name" : "Coronavirus disease (COVID-19)",
    "alternateName" : "2019 Novel Coronavirus, 2019-nCoV"
  },
  "url" : "https://www.example.com/",
  "hasPart" : [
    {
      "@type" : "http://schema.org/HealthTopicContent"
      ...
    }
  ]
}
```

### Type: HealthTopicContent

HealthTopicContent is WebContent about a specific aspect of a health topic. It may be comprised of several parts or sections that contain different types of media.

For medical conditions, applicable Health Aspects include Overview, Symptoms, Treatments, SelfCare, SeeDoctor, Contagiousness, Prevention, LivingWith and etc.

hasHealthAspect	Yes	<u>HealthAspectEnumeration</u>	Indicates that the health content is about a specific aspect.  Eligible value of this property shall be a member of the <u>HealthAspectEnumeration</u> , such as, <u>TreatmentsHealthAspect</u>
-----------------	-----	--------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>description</b>	No	Text	A description of the specific health aspect.
<b>hasPart</b>	Yes	<u>CreativeWork</u>	Parts and/or sections of the actual content about a specific aspect of the topic.  The expected type may range from <u>WebPageElement</u> , Article, or a <u>VideoObject</u> .
<b>mentions</b>	No	<u>Thing</u>	Other entities or topics that appear in the content. This property may be used to convey granular topics that are relevant to this aspect.
<b>url</b>	Yes	<u>URL</u>	URL deep-link to the entity specific section of the specific page about a HealthAspect

## Example - HealthTopicContent

```
{
  "@type" : "MedicalWebPage",
  ...
  "hasPart" : [
    {
      "@type" : "HealthTopicContent",
      "hasHealthAspect" : "http://schema.org/OverviewHealthAspect",
      "description" : "<p>Coronavirus disease (COVID-19) is an infectious disease caused by a
        new virus that had not been previously identified in humans.</p><p>The virus causes
        respiratory illness (like the flu) with symptoms such as a cough, fever and in more
        severe cases, pneumonia. You can protect yourself by washing your hands frequently and
        avoiding touching your face.</p>",
      "url" : "https://www.example.com/link/to/the/overview/section",
      "hasPart" : [
        {
          "@type" : "WebPageElement",
          "text" : "...",
        },
        {...more WebPageElements}
      ]
    },
    {
      "@type" : "HealthTopicContent",
      "hasHealthAspect" : "http://schema.org/SymptomsHealthAspect",
      ...
    },
    {
      "@type" : "HealthTopicContent",
      "hasHealthAspect" : "http://schema.org/PreventionHealthAspect",
      ...
    },
    {
      "@type" : "HealthTopicContent",
      "hasHealthAspect" : "http://schema.org/TreatmentsHealthAspect",
      ...
    }
  ]
}
```

}

**Type: WebPageElement**

headline	No	Text	Headline of the <u>WebPageElement</u> that concisely describe what the web page element is about.  This allows a maximum of <b>50</b> characters.
text	Conditionally required	Text	Longer descriptive text of the entity. Recommended max length of <b>1000</b> characters (with all <u>WebPageElements</u> combined), additional characters beyond this limit will not be displayed on the product UI.  Required for: <ul style="list-style-type: none"> <li>• OverviewHealthAspect</li> <li>• PreventionHealthAspect</li> </ul> Conditionally required for: <ul style="list-style-type: none"> <li>• TreatmentsHealthAspect when SelfCareHealthAspect is not present</li> <li>• SelfCareHealthAspect when it is present</li> </ul>
hasPart	No	<u>CreativeWork</u>	Indicates an item or <u>CreativeWork</u> that is part of this item/ <u>WebPageElement</u>

**Example - WebPageElement**

```

{
  "@type": "MedicalWebPage",
  ...
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      ...
      "hasPart": [
        {
          "@type": "WebPageElement",
          "headline": "How it spreads",
          "text": "The new coronavirus spreads primarily through contact with an infected
person when they cough or sneeze, or through droplets of saliva or discharge from the nose."
        },

```

```

    ]
  },
  {
    "@type": "HealthTopicContent"
  },
  {
    "@type": "HealthTopicContent"
  }
]
}

```

## Type: MedicalCondition

name	Yes	Text	Name of the condition. Must be the same as under MedicalWebPage.
alternateName	Optional	Text	Other commonly known names of the condition. For example: "2019 Novel Coronavirus, 2019-nCoV" for COVID-19.

Example - MedicalCondition

See the [MedicalWebPage example](#)

## Complete Example

```

{
  "@type" : "MedicalWebPage",
  "@context" : "http://schema.org",
  "about" : {
    "@type" : "MedicalCondition",
    "name" : "Coronavirus disease (COVID-19)",
    "alternateName" : "2019 Novel Coronavirus, 2019-nCoV"
  },
  "url" : "https://www.example.com/",
  "hasPart" : [
    {
      "@type" : "HealthTopicContent",
      "hasHealthAspect" : "http://schema.org/OverviewHealthAspect",
      "description" : "...",
      "hasPart" : [
        { "@type" : "WebPageElement",
          "headline": "How it spreads",
          "text" : "..."},
        ... ]
    }
  ]
}

```

```

"url" : "https://www.example.com/link-to-the-overview-section"
},
{
"@type" : "HealthTopicContent",
"hasHealthAspect" : "http://schema.org/SymptomsHealthAspect",
"description" : "...",
"hasPart" : [
{"@type" : "WebPageElement", "text" : "..."},
...
],
"url" : "https://www.example.com/link-to-the-symptoms-section"
},
{
"@type" : "HealthTopicContent",
"hasHealthAspect" : "http://schema.org/PreventionHealthAspect",
"description" : "...",
"hasPart" : [
{"@type" : "WebPageElement", "text" : "..."},
...
],
"url" : "https://www.example.com/link-to-the-prevention-section"
},
{
"@type" : "HealthTopicContent",
"hasHealthAspect" : "http://schema.org/SelfCareHealthAspect",
"description" : "...",
"hasPart" : [
{"@type" : "WebPageElement", "text" : "..."},
{"@type" : "WebPageElement", "headline": "Do", "text" : "..."},
{"@type" : "WebPageElement", "headline": "Don't", "text" : "..."},
...
],
"url" : "https://example.com/link-to-selfcare-section"
},
{
"@type" : "HealthTopicContent",
"hasHealthAspect" : "http://schema.org/TreatmentsHealthAspect",
"description" : "...",
"hasPart" : [
{"@type" : "WebPageElement", "text" : "..."},
...
],
"url" : "https://www.example.com/link-to-the-treatments-section"
}
]
}

```

## References

- [Understand how structured data works](#)
- [Schema.org > HealthTopicContent](#)

# Update log

Date	Notes	Author
2/19/20	Initial draft	congchen@
3/4/20	Updated spec with COVID-19 specific examples	congchen@

Published by [Google Drive](#) – [Report Abuse](#) – Updated automatically every 5 minutes



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 27 Apr 2020 19:33:06 +0000  
**To:** Smith, Fred (CDC/OD/OADC); Stanley Onyimba  
**Cc:** Richman, Lisa M. (CDC/OD/OADC); Cong Chen; Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

We will get overview content created. Thanks for noting we could.

**From:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Sent:** Monday, April 27, 2020 3:13 PM  
**To:** Stanley Onyimba <sonyimba@google.com>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay

Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Monday, April 27, 2020 3:08 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.

- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

(b)(5)

Thanks,  
Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Stanley,

(b)(5)

The development team will be working on this today.

Thanks

Fred

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Thursday, April 23, 2020 4:07 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Cong Chen <congchen@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Fred,

(b)(5)

based on the previous guidelines.

As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.

3. Markup the web content per the new [markup/content guidelines document](#)

4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,  
Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that you guys

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>

**Sent:** Friday, March 6, 2020 3:55 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>

**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,  
Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

Hey Stanley – Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 2:39 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>;

Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

+[Cong Chen](#)

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If **Wednesday** does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,  
Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!  
Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:  
Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, February 18, 2020 3:44 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)  
Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)  
Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jlsoares@google.com](mailto:jlsoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba  
Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;  
[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>  
<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;  
[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>  
<[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No External  
Guests, Phone]  
<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>  
>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>; Cong Chen  
<[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;  
[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>  
<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)  
([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-  
Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente  
(2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:+120661-491-5626>> PIN 558374# More phone  
numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal



\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

--  
Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Wed, 11 Mar 2020 18:48:25 +0000  
**To:** Stanley Onyimba;SFO-1MST-18-Charles Phan (2) [GVC, No External Guests, Phone];merritta@google.com;jlsoares@google.com;BHZ-BLV-15-MISTRAL (2) [GVC, No External Guests, Phone];joseleal@google.com;Cong Chen;Richman, Lisa M. (CDC/OD/OADC);Verma, Rohit (CDC/OD/OADC);LaPorte, Kathleen (CDC/DDID/NCIRD/ID);Casanova, Alex (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) (evp9@cdc.gov)

Link to our embeddable microsite:

<https://tools.cdc.gov/medialibrary/index.aspx#/microsite/id/403323>

Good example of state/federal content together

<https://www.michigan.gov/Coronavirus> (the microsite is at the bottom)

-----Original Appointment-----

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, March 6, 2020 4:56 PM  
**To:** Stanley Onyimba; SFO-1MST-18-Charles Phan (2) [GVC, No External Guests, Phone]; merritta@google.com; jlsoares@google.com; BHZ-BLV-15-MISTRAL (2) [GVC, No External Guests, Phone]; joseleal@google.com; Cong Chen; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC); LaPorte, Kathleen (CDC/DDID/NCIRD/ID); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) (evp9@cdc.gov)  
**When:** Wednesday, March 11, 2020 2:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** SFO-1MST-18-Charles Phan (2) [GVC, No External Guests, Phone], BHZ-BLV-15-MISTRAL (2) [GVC, No External Guests, Phone]

**You have been invited to the following event.**

### **CDC & Search on COVID-19**

Wed Mar 11, 2020 2pm – 3pm

SFO-1MST-18-Charles Phan (2) [GVC, No External Guests, Phone], BHZ-BLV-15-MISTRAL (2) [GVC, No External Guests, Phone] ([map](#))

Join Hangouts Meet

[meet.google.com/zcp-gvwo-nzu](https://meet.google.com/zcp-gvwo-nzu)

Join by phone  
[+1 470-735-3164](tel:+14707353164)

[More phone numbers](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

- Stanley Onyimba
- [merritta@google.com](mailto:merritta@google.com)
- João Luís Soares
- José Leal
- Cong Chen
- [cyn3@cdc.gov](mailto:cyn3@cdc.gov)
- [rev9@cdc.gov](mailto:rev9@cdc.gov)
- [evp9@cdc.gov](mailto:evp9@cdc.gov)
- [wng2@cdc.gov](mailto:wng2@cdc.gov)
- [buq3@cdc.gov](mailto:buq3@cdc.gov)
- [cjy1@cdc.gov](mailto:cjy1@cdc.gov)

[more details »](#)

Hi All,

Setting up time to review draft content and markup for the COVID-19 KP.

Thanks,  
Stanley

[evp9@cdc.gov](mailto:evp9@cdc.gov) **Yes - Maybe - No** [more options »](#)

[Google Calendar](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

<https://www.google.com/calendar/>

[Learn More](#)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 13 Mar 2020 16:45:35 +0000  
**To:** Stanley Onyimba  
**Cc:** Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); LaPorte, Kathleen (CDC/DDID/NCIRD/ID); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) (evp9@cdc.gov)

Hi Stanley,

I'm not sure if this is a complete or accurate list. We may be able to get that later, but today has been a particularly whirlwindish day on the digital front. Normally I'd say just Google it, but you are Google. 😊

Are you wanting just the top level site of each of the state, district and territory health departments?

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, March 13, 2020 12:26 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) (evp9@cdc.gov)

Thanks, Fred! Last question on this topic. You mentioned that the CDC receives reports from individual state departments. Would you happen to have a list of State-level departments of health that the CDC recognizes/works with?

We've found the below list but want to make sure we're aligned with the CDC.

Source:			
State	State Health Agency	Local Links	Local Links 2
Alabama	<a href="#">Alabama state department of health: coronavirus</a>	Local health departments in Alabama	
Alaska	Alaska state department of health: coronavirus	Local health departments in Alaska	
Arizona	Arizona state department of health: coronavirus	Local health departments in Arizona	

Arkansas	Arkansas state department of health: coronavirus	Local health departments in Arkansas	
California	California state department of health: coronavirus	Local health departments in California	
Colorado	Colorado state department of health: coronavirus	Local health departments in Colorado	
Connecticut	Connecticut state department of health: coronavirus	Local health departments in Connecticut	
Delaware	Delaware state department of health: coronavirus	Local health departments in Delaware	
Florida	Florida state department of health: coronavirus	Local health departments in Florida	
Georgia	Georgia state department of health: coronavirus	Local health departments in Georgia	
Hawaii	Hawaii state department of health: coronavirus	Local health departments in Hawaii	
Idaho	Idaho state department of health: coronavirus (no coronavirus info on main page)	Local health departments in Idaho	
Illinois	Illinois state department of health: coronavirus	Information for schools (K-12) and students	Local health departments in Illinois
Indiana	Indiana state department of health: coronavirus	Local health departments in Indiana	
Iowa	Iowa state department of health: coronavirus	Local health departments in Iowa	
Kansas	Kansas state department of health: coronavirus	Local health departments in Kansas	
Kentucky	Kentucky state department of health: coronavirus	Local health departments in Kentucky	

Louisiana	Louisiana state department of health: coronavirus	Local health departments in Louisiana
Maine	Maine state department of health: coronavirus	Local health departments in Maine
Maryland	Maryland state department of health: coronavirus	Local health departments in Maryland
Massachusetts	Massachusetts Department of Health	Local health departments in Massachusetts
Michigan	Michigan state department of health: (No coronavirus page yet)	Local health departments in Michigan
Minnesota	Minnesota state department of health: coronavirus	Local health departments in Minnesota
Mississippi	Mississippi state department of health: coronavirus	Local health departments in Mississippi
Missouri	Missouri state department of health: (No coronavirus page yet)	Local health departments in Missouri
Montana	Montana state department of health: coronavirus	Local health departments in Montana
Nebraska	Nebraska state department of health: coronavirus	Local health departments in Nebraska
New Hampshire	New Hampshire state department of health: coronavirus	Local health departments in New Hampshire
New Jersey	New Jersey state department of health: coronavirus	Local health departments in New Jersey
New Mexico	New Mexico state department of health: coronavirus	Local health departments in New Mexico
New York	New York state department of health: coronavirus	Local health departments in New York

North Carolina	North Carolina state department of health: coronavirus	Local health departments in North Carolina	
North Dakota	North Dakota state department of health: coronavirus	Local health departments in North Dakota	
Ohio	Ohio state department of health: coronavirus	Local health departments in Ohio	
Oklahoma	Oklahoma state department of health: coronavirus	Local health departments in Oklahoma	
Oregon	Oregon state department of health: coronavirus	Local health departments in Oregon	
Pennsylvania	Pennsylvania state department of health: coronavirus	Local health departments in Pennsylvania	
Rhode Island	Rhode Island state department of health: coronavirus	Local health departments in Rhode Island	
South Carolina	South Carolina state department of health: coronavirus	Local health departments in South Carolina	
Tennessee	Tennessee state department of health: coronavirus	Local health departments in Tennessee	
Texas	Texas state department of health: coronavirus	Local health departments in Texas	
Utah	Utah state department of health: coronavirus	Local health departments in Utah	
Vermont	Vermont state department of health: coronavirus	Local health departments in Vermont	
Virginia	Virginia state department of health: coronavirus	Local health departments in Virginia	Virginia public school districts (contacts available)
Washington	Washington state department of health: coronavirus	Local health departments in Washington	(Great resource: Seattle department of health: coronavirus)



West Virginia	West Virginia state department of health: coronavirus	Local health departments in West Virginia
Wisconsin	Wisconsin state department of health: coronavirus	Local health departments in Wisconsin
Wyoming	Wyoming state department of health: coronavirus	Local health departments in Wyoming

On Fri, Mar 13, 2020 at 5:44 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
 #2: Data is here

<https://www.cdc.gov/coronavirus/2019-ncov/travelers/map/3122020/map-table-coronavirus-alerts2.html>

it's updated on an ad hoc basis when they become available.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, March 12, 2020 11:48 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) (evp9@cdc.gov)

Good to know. Thanks, Fred.

On Thu, Mar 12, 2020 at 6:31 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
 That's more of a question for Kathleen, but I believe they've said that the case count map will be updated M-F once a day. The travel map I would presume has a similar sort of frequency. I can find out, but it's really not going to churn like watching election results. ☺

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, March 12, 2020 9:29 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wng2@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) (evp9@cdc.gov)

Perfect, thank you. Do you have a sense of update frequency for both?

On Thu, Mar 12, 2020, 6:09 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
For map #1: <https://www.cdc.gov/coronavirus/2019-ncov/map-cases-us.json>  
For map #2: there's a link in the map somewhere to the data, but I'm expecting a direct link tonight or tomorrow.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, March 12, 2020 6:52 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Thanks for the update! The actual number would be ideal (ex: for Assistant responses) but I think we should be able to ingest the range for now in addition to the other stats (total deaths, source of exposure, etc). Structured data would be amazing but just let me know what's easiest from your end (even if it's a spreadsheet).

Thanks,  
Stanley

On Thu, Mar 12, 2020 at 2:47 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Stanley

Sorry for the delay. I'm just now looking at these maps.

For the first map, are you wanting the real number or is the range acceptable? If the range is acceptable, I'll reach out to see about the data in a different format, but those data are there under the + in the grey bar beneath the map. (for 508 reasons!) Crawling and using the data isn't a problem. It is in the public domain and we're quite used to it actually. However, to make it more resilient, I'd still look to get the actual data published in a more structured way (JSON, CSV, etc.) Actually I think the data are there. I believe that map is a JQuery or D3 map that is reading a local static data source. But I'll have to ask.

But if you're wanting an actual number rather than a range, that might be a harder ask (data clearance reasons). Might not. I'd just have to ask.

The travel map is done through Mapbox.js, so my assumption is that the data are there somewhere. But I'll have to ask a different team about that.

More in a bit

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, March 12, 2020 5:33 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Just wanted to follow up on the map data/stats discussions and share that case counts/map in #1 is more of a priority than the risk assessment. We would be happy to crawl or receive (in any format) the underlying map/stats data from this link (<https://www.cdc.gov/coronavirus/2019-ncov/cases-in-us.html>) to surface as soon as early next week if possible. Please let us know if the CDC is comfortable either providing a file or having us crawl the page to surface across Google products.

Thanks,  
Stanley

On Wed, Mar 11, 2020 at 12:59 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
-broader Google team to spare inboxes

Thanks, Fred. Regarding video links, you have the right folks on our end from the call today already :)

For the case counts/maps, we are interested in data for the following links:

1) State level # of cases: <https://www.cdc.gov/coronavirus/2019-ncov/cases-in-us.html>

- We are exploring adding a COVID-19 map feature on Google. Ideally, we would like to receive the underlying map data for the above link via (CSV/JSON/REST API). If this is not possible, we could also crawl the page for the map data to surface in our own version of a map if the CDC is comfortable with that. Please let me know if you have any questions or preferences here.
- It would be great to understand the update frequency/process for the map as well

2) Risk assessment level for COVID-19: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html>

- We are exploring showing a travel advisory notice for trips to destinations at risk for Covid-19 (CDC risk level 2 or higher). We'd like to use the list of notice levels by country that the CDC maintains, ideally in this form: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/map/map-table-coronavirus-alerts-03032020.html>

Thanks,  
Stanley

On Wed, Mar 11, 2020 at 11:49 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Would you mind distributing this out to the group after this call?

- <https://www.cdc.gov/coronavirus/2019-ncov/cases-in-us.html>
- <https://www.youtube.com/watch?v=QNo5ZDvKuHg>

Let me know how we need to coordinate on the case counts and maps.

-----Original Appointment-----

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:56 PM

**To:** Stanley Onyimba; SFO-1MST-18-Charles Phan (2) [GVC, No External Guests, Phone]; [merritta@google.com](mailto:merritta@google.com); [jisoares@google.com](mailto:jisoares@google.com); BHZ-BLV-15-MISTRAL (2) [GVC, No External Guests, Phone]; [joseleal@google.com](mailto:joseleal@google.com); Cong Chen; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC); LaPorte, Kathleen (CDC/DDID/NCIRD/ID); Casanova, Alex (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)

**Subject:** Invitation: CDC & Search on COVID-19 @ Wed Mar 11, 2020 2pm - 3pm (EDT) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

**When:** Wednesday, March 11, 2020 2:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** SFO-1MST-18-Charles Phan (2) [GVC, No External Guests, Phone], BHZ-BLV-15-MISTRAL (2) [GVC, No External Guests, Phone]

**You have been invited to the following event.**

### **CDC & Search on COVID-19**

Wed Mar 11, 2020 2pm – 3pm

SFO-1MST-18-Charles Phan (2) [GVC, No External Guests, Phone], BHZ-BLV-15-MISTRAL (2) [GVC, No External Guests, Phone] ([map](#))

Join Hangouts Meet

[meet.google.com/zcp-gvwo-nzu](https://meet.google.com/zcp-gvwo-nzu)

Join by phone

[+1 470-735-3164](tel:+14707353164)

[More phone numbers](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

- Stanley Onyimba
- [merritta@google.com](mailto:merritta@google.com)
- João Luís Soares
- José Leal

- Cong Chen
- [cyn3@cdc.gov](mailto:cyn3@cdc.gov)
- [rev9@cdc.gov](mailto:rev9@cdc.gov)
- [evp9@cdc.gov](mailto:evp9@cdc.gov)
- [wng2@cdc.gov](mailto:wng2@cdc.gov)
- [buq3@cdc.gov](mailto:buq3@cdc.gov)
- [cjy1@cdc.gov](mailto:cjy1@cdc.gov)

**more details »**

Hi All,

Setting up time to review draft content and markup for the COVID-19 KP.

Thanks,  
Stanley

[evp9@cdc.gov](mailto:evp9@cdc.gov) **Yes - Maybe - No** [more options »](#)

[Google Calendar](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

<https://www.google.com/calendar/>

[Learn More](#)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**Sent:** Sat, 1 Feb 2020 13:54:30 +0000  
**To:** Stanley Onyimba;Smith, Fred (CDC/OD/OADC)  
**Subject:** RE: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST)  
(evp9@cdc.gov)

Hi

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, January 31, 2020 11:58 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) (evp9@cdc.gov)

-Yiaway and Hibah to bcc to spare their inbox

Hi Fred,

Thanks for confirming your availability. I will aim for Tuesday afternoon pending the broader group's availability and share a calendar invitation as soon as possible.

Best,  
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Thanks Stanley

The schedule for the next few days just came out.

I'm scheduled to be off all day Monday and on Tuesday after 1 pm PST. That means all day Monday and Tuesday afternoon I'm free to meet.

We have a unit opportunity on Monday or late Tuesday if you prefer I can come down to Mt View if you want

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, January 31, 2020 7:02:14 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Yiaway Yeh <[ayyeh@google.com](mailto:ayyeh@google.com)>; Hibah Kamal-Grayson <[hibah@google.com](mailto:hibah@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) (evp9@cdc.gov)

Hi Fred,

Yes, I am in touch with Karen. She reached out on behalf of YouTube which is a separate team/product with a different use case related to coronavirus. That being said, we can coordinate an introduction next week and kick off parallel work streams as needed.

Thanks,  
Stanley

On Fri, Jan 31, 2020 at 5:30 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Stanley

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On a different note do you work with Karen DeSalvo who we're going to be setting up a meeting with. I don't want to be running different lines of collaboration if they start contradicting each other.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, January 31, 2020 5:10:28 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Yiaway Yeh <[ayyeh@google.com](mailto:ayyeh@google.com)>; Hibah Kamal-Grayson <[hibah@google.com](mailto:hibah@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Fred and Carol,

It was a pleasure meeting you today. Thank you again for your time and willingness to work together to address the coronavirus public health crisis. As a next step, I would like to schedule time next week to discuss content for a coronavirus PSA and share more on our early plans for a coronavirus KP. Please let me know if any of the following times works for you:

Tuesday 2/4 2:30 - 3pm EST  
Tuesday 2/4 4:30 - 5:30pm EST  
Wednesday 2/5 11am - 12pm EST  
Thursday 2/6 11:30am - 12:03pm EST

Have a great weekend,  
Stanley

On Fri, Jan 31, 2020 at 10:39 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Yiaway, Hibah and Stanley,



Thanks again for the call today. Attached is the reference to the content widgets for 2019- nCoV that we discussed. On the technical side this content is all available via a content API that can deliver content in various formats if your engineers prefer something else, both in terms of the list of items as well as the individual pieces of content. Otherwise, the widget is a great thing for you to review to have a good sense of what we're considering the most salient bits of information that we're trying to convey to the public.

Let us know how we can assist with getting the knowledge panel built and properly maintained. We're glad to preview the product before publication if you wish.

Additionally, as far as the Q&A in the search results page where currently WHO content is being surfaced, we stand ready to make content/data format changes to best suit your crawl bots to have CDC content displayed for the US audience. In our experience on other diseases this is often critical when US recommendations include treatment options such as antivirals when the WHO does not recommend that world-wide due to resource constraints in other countries. That is currently not the case in this outbreak, but we want to be prepared in case it does so that we can protect the US population to the best of our abilities.

Thanks and we look forward to working with you on this matter and other health matters in the future.

Let me know if I've left something off the Action Items list below.

Fred

Action Items

(b)(5)

(b)(5)

-----Original Appointment-----

**From:** Yiaway Yeh <[ayych@google.com](mailto:ayych@google.com)>

**Sent:** Friday, January 31, 2020 12:41 PM

**To:** Yiaway Yeh; Hibah Kamal-Grayson; Smith, Fred (CDC/OD/OADC); Stanley Onyimba; SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests]; Crawford, Carol Y. (CDC/OD/OADC); Yiaway Yeh

**Subject:** Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

**When:** Friday, January 31, 2020 1:00 PM-1:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests]

**You have been invited to the following event.**

### **CDC -Google call**

Fri Jan 31, 2020 1pm – 1:30pm

SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests] ([map](#))

[meet.google.com/aqa-bqkf-csc](https://meet.google.com/aqa-bqkf-csc)

[+1 505-437-1115](tel:+15054371115)

[More phone numbers](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

- Yiaway Yeh
- Hibah Kamal-Grayson
- [evp9@cdc.gov](mailto:evp9@cdc.gov)
- Stanley Onyimba
- [cjy1@cdc.gov](mailto:cjy1@cdc.gov)

[more details »](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov) **Yes - Maybe - No** [more options »](#)

[Google Calendar](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

<https://www.google.com/calendar/>

[Learn More](#)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thu, 13 Feb 2020 18:13:10 +0000  
**To:** Stanley Onyimba  
**Subject:** RE: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) (evp9@cdc.gov)

Great.

See you then

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, February 13, 2020 1:11 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) (evp9@cdc.gov)

Great, looking forward to meeting you and your colleagues in person. I will have a few colleagues join via video conference as well. Will we be able to connect to and present slides from Google Hangouts in the conference room?

Today's discussion will focus specifically on a Coronavirus KP. Please see the agenda below:

Agenda:

- Our approach to health crises
- Coronavirus Product Response
- Coronavirus Knowledge Panel (KP) Vision
- CDC & Coronavirus Content
- Implementation Process
  - Markup overview
  - Launch Process

Thanks,  
Stanley

On Thu, Feb 13, 2020 at 7:05 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Yes I can still meet at 2:30. I may have to leave around 3:15 though. I am available any time between 12 and 2:30 though.

I have a couple of folks from my team who are going to join. Do we have an agenda? Are we going to discuss the KP or something else?

Thanks

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, February 13, 2020 9:58 AM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Unfortunately, I have a 12pm meeting now that I cannot move. Are you still able to meet today at 2:30pm?

Thanks,  
Stanley

On Thu, Feb 13, 2020, 6:34 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Stanley

I know this is late notice but is there any way we can change this meeting to the 12 slot you had proposed? I can still do the 2:30 but earlier would be much better.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Sunday, February 9, 2020 6:14:26 PM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Yes, I am a US citizen and will be the only person from Google joining in person. Will the room have video conferencing ability for others to dial in via Google Hangouts?

I've also updated the meeting invitation to reflect 2500 Century Parkway Northeast, Atlanta, GA.

Thanks,  
Stanley

On Sun, Feb 9, 2020 at 3:10 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Great. Are you (and anyone coming with you) a US citizen? If not, I'll have to get some information from you to get permission to enter the facilities.

There is a parking deck beside our building. If there's no parking spaces on the first floor, the code for the gate is 2400\*

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Sunday, February 9, 2020 6:05 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Hi Fred,

I am happy to come to the CDC office (2500 Century Parkway Northeast, Atlanta, GA) this Thursday and just shared an invitation for 2:30pm - 3:30pm EST. Looking forward to continuing our discussion and taking next steps to get accurate and locally relevant information to more people.

Thanks,

Stanley

On Sat, Feb 8, 2020 at 3:49 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Hi Stanley,

Carol will be out, but I'll be back in Atlanta by then. Depending on where we meet, either of those two times on Thursday are possible for me. If it's a Google offices, then it'll have to be the 12-1 slot. If it's at our offices (2500 Century Parkway Northeast, Atlanta, GA), then either would be okay.

Thanks and let me know

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, February 7, 2020 6:01 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred and Carol,

Thank you again for your time and insight this week. Your message on the calming fears, letting people in the US know that we are at low risk, and using common precautions to prevent respiratory illness resonated with us and we would love to work together to get CDC content in front of more people in the US. We believe the CDC has fantastic content already and would like to share thoughts on how we might work together to get this content into a new Coronavirus Knowledge Panel. I will be in Atlanta next week and would be happy to meet in person on Thursday if possible or on a video conference on Friday. Please let me know if any of the following times works for you to discuss our product vision and next steps:

Thursday 2/13 12:00pm - 1pm EST  
Thursday 2/13 2:30pm - 3:30pm EST

Friday 2/14 3:00pm - 4:00pm EST

Thanks,

Stanley

On Mon, Feb 3, 2020 at 1:32 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Fred and Carol,

We are confirmed for tomorrow afternoon from 1:30 - 2:30pm PST in Mountain View. I will share a calendar invitation shortly and look forward to seeing you at our 1098 Alta Ave office.

Thanks,

Stanley

On Sat, Feb 1, 2020 at 6:58 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

I'm available anytime Tuesday afternoon as well.

Also, I found the background on the letter we had for Ebola. I wasn't able to find the signed copy from home today, but I've attached the final (or close to final) version we used (I think Stanley already has a copy). It was Google that requested this. On our end, we would not need this for the PSA solution but I could get something like this signed if Google requests.

Thanks so much for your help on this Stanley!

---

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, January 31, 2020 11:58 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
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Thursday 2/6 11:30am - 12:03pm EST

Have a great weekend,

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Action Items

(b)(5)



-----Original Appointment-----

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**Sent:** Friday, January 31, 2020 12:41 PM

**To:** Yiaway Yeh; Hibah Kamal-Grayson; Smith, Fred (CDC/OD/OADC); Stanley Onyimba; SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests]; Crawford, Carol Y. (CDC/OD/OADC); Yiaway Yeh

**Subject:** Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

**When:** Friday, January 31, 2020 1:00 PM-1:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests]

**You have been invited to the following event.**

**CDC -Google call**

Fri Jan 31, 2020 1pm – 1:30pm

SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests] ([map](#))

[meet.google.com/aqa-bqkf-csc](https://meet.google.com/aqa-bqkf-csc)

[+1 505-437-1115](tel:+15054371115)

[More phone numbers](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

- Yiaway Yeh
- Hibah Kamal-Grayson
- [evp9@cdc.gov](mailto:evp9@cdc.gov)
- Stanley Onyimba
- [cjy1@cdc.gov](mailto:cjy1@cdc.gov)

[more details »](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov) **Yes - Maybe - No** [more options »](#)

[Google Calendar](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

<https://www.google.com/calendar/>

[Learn More](#)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sat, 1 Feb 2020 14:58:56 +0000  
**To:** Stanley Onyimba;Smith, Fred (CDC/OD/OADC)  
**Subject:** RE: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST)  
(evp9@cdc.gov)  
**Attachments:** googleagreementfinal.doc

I'm available anytime Tuesday afternoon as well.

Also, I found the background on the letter we had for Ebola. I wasn't able to find the signed copy from home today, but I've attached the final (or close to final) version we used (I think Stanley already has a copy). It was Google that requested this. On our end, we would not need this for the PSA solution but I could get something like this signed if Google requests.

Thanks so much for your help on this Stanley!

---

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, January 31, 2020 11:58 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) (evp9@cdc.gov)

-Yiaway and Hibah to bcc to spare their inbox

Hi Fred,

Thanks for confirming your availability. I will aim for Tuesday afternoon pending the broader group's availability and share a calendar invitation as soon as possible.

Best,  
Stanley

On Fri, Jan 31, 2020 at 7:41 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Stanley

The schedule for the next few days just came out.

I'm scheduled to be off all day Monday and on Tuesday after 1 pm PST. That means all day Monday and Tuesday afternoon I'm free to meet.

We have a unit opportunity on Monday or late Tuesday if you prefer I can come down to Mt View if you want

Fred



**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, January 31, 2020 7:02:14 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Yiaway Yeh <[ayyeh@google.com](mailto:ayyeh@google.com)>; Hibah Kamal-Grayson <[hibah@google.com](mailto:hibah@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Yes, I am in touch with Karen. She reached out on behalf of YouTube which is a separate team/product with a different use case related to coronavirus. That being said, we can coordinate an introduction next week and kick off parallel work streams as needed.

Thanks,  
Stanley

On Fri, Jan 31, 2020 at 5:30 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Stanley

Unfortunately my schedule changes from day to day and I can't commit fully to days next week. I can most likely make any time scheduled though so I'll let Carol choose what's best for her.

On a different note do you work with Karen DeSalvo who we're going to be setting up a meeting with. I don't want to be running different lines of collaboration if they start contradicting each other.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, January 31, 2020 5:10:28 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Yiaway Yeh <[ayyeh@google.com](mailto:ayyeh@google.com)>; Hibah Kamal-Grayson <[hibah@google.com](mailto:hibah@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Fred and Carol,

It was a pleasure meeting you today. Thank you again for your time and willingness to work together to address the coronavirus public health crisis. As a next step, I would like to schedule time next week to discuss content for a coronavirus PSA and share more on our early plans for a coronavirus KP. Please let me know if any of the following times works for you:

Tuesday 2/4 2:30 - 3pm EST  
Tuesday 2/4 4:30 - 5:30pm EST  
Wednesday 2/5 11am - 12pm EST  
Thursday 2/6 11:30am - 12:03pm EST

Have a great weekend,

Stanley

On Fri, Jan 31, 2020 at 10:39 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Yiaway, Hibah and Stanley,

Thanks again for the call today. Attached is the reference to the content widgets for 2019- nCoV that we discussed. On the technical side this content is all available via a content API that can deliver content in various formats if your engineers prefer something else, both in terms of the list of items as well as the individual pieces of content. Otherwise, the widget is a great thing for you to review to have a good sense of what we're considering the most salient bits of information that we're trying to convey to the public.

Let us know how we can assist with getting the knowledge panel built and properly maintained. We're glad to preview the product before publication if you wish.

Additionally, as far as the Q&A in the search results page where currently WHO content is being surfaced, we stand ready to make content/data format changes to best suit your crawl bots to have CDC content displayed for the US audience. In our experience on other diseases this is often critical when US recommendations include treatment options such as antivirals when the WHO does not recommend that world-wide due to resource constraints in other countries. That is currently not the case in this outbreak, but we want to be prepared in case it does so that we can protect the US population to the best of our abilities.

Thanks and we look forward to working with you on this matter and other health matters in the future.

Let me know if I've left something off the Action Items list below.

Fred

Action Items

(b)(5)

-----Original Appointment-----

**From:** Yiaway Yeh <[ayyeh@google.com](mailto:ayyeh@google.com)>

**Sent:** Friday, January 31, 2020 12:41 PM

**To:** Yiaway Yeh; Hibah Kamal-Grayson; Smith, Fred (CDC/OD/OADC); Stanley Onyimba; SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests]; Crawford, Carol Y. (CDC/OD/OADC); Yiaway Yeh

**Subject:** Invitation: CDC -Google call @ Fri Jan 31, 2020 1pm - 1:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

**When:** Friday, January 31, 2020 1:00 PM-1:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests]

**You have been invited to the following event.**

### **CDC -Google call**

Fri Jan 31, 2020 1pm – 1:30pm

SFO-1MST-17-Barry Mcgee (4) [GVC, No External Guests] ([map](#))

[meet.google.com/aqa-bqkf-csc](https://meet.google.com/aqa-bqkf-csc)

[+1 505-437-1115](tel:+15054371115)

[More phone numbers](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

- Yiaway Yeh
- Hibah Kamal-Grayson

- [evp9@cdc.gov](mailto:evp9@cdc.gov)
- Stanley Onyimba
- [cjy1@cdc.gov](mailto:cjy1@cdc.gov)

**more details »**

[evp9@cdc.gov](mailto:evp9@cdc.gov) **Yes - Maybe - No** [more options »](#)

[Google Calendar](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

<https://www.google.com/calendar/>

[Learn More](#)

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Centers for Disease Control  
and Prevention (CDC)  
Atlanta, GA 30341-3724

2014-10-22

Google, Inc.  
1600 Amphitheatre Parkway  
Mountain View, California 94043  
U.S.A.

To Whom It May Concern:

The United States Centers for Disease Control and Prevention (CDC) is hereby providing the following data and content:

- All data and content available on [www.cdc.gov](http://www.cdc.gov)
- Ebola advisory information:

#### **CDC Information about Ebola**

(Source: [CDC.gov](http://CDC.gov)) Ebola is a rare and deadly virus infection. The 2014 Ebola outbreak is the largest in history involving several countries in West Africa. Although the risk of a large outbreak in the U.S. is low, authorities are making sure we are able to respond quickly to protect people, and care for those who may become sick.

**What you need to know:** Ebola spreads **ONLY** by direct contact with blood and body fluids of a person showing symptoms of Ebola, or by direct contact with contaminated objects (such as needles, medical equipment), or with Ebola-infected animals (such as bats and monkeys). Ebola is **NOT** spread through the air, water, food, or mosquitoes. To find out more, see [www.cdc.gov/ebola](http://www.cdc.gov/ebola).

#### **Online resources about Ebola**

[2014 West Africa Outbreak](#)

[Ebola Q & A](#)

[CDC advice about traveling to Guinea, Liberia, Sierra Leone](#)

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We request appropriate citation of CDC as the information provider, where applicable. Google may not use the CDC logo without prior approval from CDC.

As authorized by CDC,

Name: Katherine Lyon Daniel, Director, OADC  
Authorized Representative for CDC

**From:** Megan Ryskamp  
**Sent:** Sat, 28 Mar 2020 14:13:29 -0700  
**To:** Smith, Fred (CDC/OD/OADC);Tim Palmer  
**Cc:** Jan Antonaros;Bonander, Jason (CDC/OCOO/OCIO);Houry, Debra E. (CDC/DDNID/NCIPC/OD);Patel, Anita (CDC/DDID/NCIRD/OD);Cohn, Amanda (CDC/DDID/NCIRD/OD);Stanley Onyimba;Julie Black  
**Subject:** Re: Invitation: CDC : Google @ Sat Mar 28, 2020 11am - 11:30am (EDT) (evp9@cdc.gov)

-Tim Palmer

On Sat, Mar 28, 2020 at 2:08 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:

Hi Jan,

Yes, these options are okay. As for embedding or using the bot logic, I suggest that Julie continue her talks with Jean at Microsoft as well as you make your decisions.

Fred

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Saturday, March 28, 2020 12:39 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Houry, Debra E. (CDC/DDNID/NCIPC/OD) <vjz7@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bopl@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Julie Black <jblack@google.com>; Megan Ryskamp <mryskamp@google.com>  
**Subject:** Re: Invitation: CDC : Google @ Sat Mar 28, 2020 11am - 11:30am (EDT) (evp9@cdc.gov)

Hi All,

Thank you for your time today and for confirming that the following options do not cause concern:

(b)(5)

(b)(5)

We will proceed with updating to the new link and working with the open source content on [GitHub](#) this weekend.

As mentioned, as we proceed, please let us know if there are other developments related to these efforts that Google should be aware of.

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Sat, Mar 28, 2020 at 11:36 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Good morning Jan, Stanley and team.

Thanks for the call this morning.

Here's the link you requested on the call.

<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/index.html#cdc-chat-bot-open>

All the best and thank you once again for all that Google in general and your team in specific has been doing to assist CDC in its mission.

Fred

-----Original Appointment-----

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, March 27, 2020 6:10 PM

**To:** Bonander, Jason (CDC/OCOO/OCIO); Stanley Onyimba; Julie Black; Megan Ryskamp; Smith, Fred (CDC/OD/OADC); Patel, Anita (CDC/DDID/NCIRD/OD); Houry, Debra E. (CDC/DDNID/NCIPC/OD); Cohn, Amanda (CDC/DDID/NCIRD/OD)

**Subject:** Invitation: CDC : Google @ Sat Mar 28, 2020 11am - 11:30am (EDT) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

**When:** Saturday, March 28, 2020 11:00 AM-11:30 AM (UTC-05:00) Eastern Time (US & Canada).

**Where:**

**You have been invited to the following event.**

**CDC : Google**

Sat Mar 28, 2020 11am – 11:30am

Join Hangouts Meet

[meet.google.com/wig-haiv-vsyt](https://meet.google.com/wig-haiv-vsyt)

Join by phone

[+1 209-764-5434](tel:+12097645434)

[More phone numbers](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

- Jan Antonaros
- [zjz2@cdc.gov](mailto:zjz2@cdc.gov)
- Stanley Onyimba
- Julie Black
- Megan Ryskamp



- . [evp9@cdc.gov](mailto:evp9@cdc.gov)
- . [bop1@cdc.gov](mailto:bop1@cdc.gov)
- . [vjz7@cdc.gov](mailto:vjz7@cdc.gov)
- . [anc0@cdc.gov](mailto:anc0@cdc.gov)

**more details »**

[evp9@cdc.gov](mailto:evp9@cdc.gov) **Yes - Maybe - No** [more options »](#)

[Google Calendar](#)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

[evp9@cdc.gov](mailto:evp9@cdc.gov)

<https://www.google.com/calendar/>

[Learn More](#)

**From:** Airton Tatoug Kamdem  
**Sent:** Sun, 8 Mar 2020 21:12:44 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Layton, Kathleen (CDC/OD/OADC); Payton Iheme; Annie Lewis  
**Cc:** Kathleen Marie Canfield  
**Subject:** Re: Issue w/ Boosting?

No problem at all, we'll standby. Thanks again for your patience as we work to get this going. Get [Outlook for iOS](#)

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Sunday, March 8, 2020 4:03:57 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Iheme <payton@fb.com>; Annie Lewis <alewis@fb.com>  
**Cc:** Kathleen Marie Canfield <katcanfield@fb.com>  
**Subject:** RE: Issue w/ Boosting?

Thanks these options will require me to sort on Monday - so despite everyone's best efforts we won't be able to this today. But your efforts have been much appreciated.

I think all in all the credit card will be easier but I'm going to have to check with our administrative staff on options. I'll get back to you.

-----Original Message-----

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Sunday, March 8, 2020 4:55 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Iheme <payton@fb.com>; Annie Lewis <alewis@fb.com>  
**Cc:** Kathleen Marie Canfield <katcanfield@fb.com>  
**Subject:** Re: Issue w/ Boosting?

Hi Carol,

Thanks for letting me know and greatly appreciate your patience as we get this set up. We do require a back-up funding source when using a coupon -- Facebook will always draw funds from the Coupon first, so the backup source should not actually be used unless we go over the total coupon amount. The back-up funding source can be a credit card or we can work to set you up on a credit line, which would essentially turn this account over to monthly invoicing. That would require a relatively simple operational process, but I'm also aware that isn't an immediate solve and it may require additional review on the CDC's end.

I see that there are a few other credit cards associated with the CDC's Business Manager, might it be possible to leverage one of these as the back-up for this particular ad account? It may not be ideal for now, but given the process, I wanted to double check. Otherwise, we can talk through the credit line/monthly invoicing option, which would essentially enable us to extend you a line of credit so that you can run your advertising through wire transfer/check payments. In this instance, given the coupons we are supplying, it could just be a creative way to unblock your ability to use the coupons. Does this work for you?

Thank you,

Airton | Government

On 3/8/20, 2:25 PM, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl@cdc.gov> wrote:

I'm just realizing that maybe this was meant for CDC - are you saying we have to be a credit card on the file? That might be difficult for us to do - are there other options?

-----Original Message-----

From: Airton Tatoug Kamdem <airtonkamdem@fb.com>

Sent: Sunday, March 8, 2020 1:49 PM

To: Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Payton Iheme <payton@fb.com>; Annic Lewis <alewis@fb.com>

Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Kathleen Marie Canfield <katcanfield@fb.com>

Subject: Re: Issue w/ Boosting?

Hi team,

It looks like the only billing method is the Covid-19 ad account right now is the Ad Credit, but we'll need to add a backup CC on file in order to use the Credits, is this something we'd be able to do? (see attached)

Thank you,

Airton | Government

On 3/8/20, 12:09 PM, "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov> wrote:

See the attached screenshot. The ad credit has already been added to the selected ad account so there are credits available, but when boost is selected it still asks for a payment method. I tried to select FB ad coupon as the payment option on the attached screen, and reinput the ad credit coupon. But, I got a pop up saying the coupon exceeded the maximum number of entries.

Please advise- call if you have more questions. Appreciate your quick reply!

Thanks,

Kathleen

Kathleen Layton  
Health Communications Specialist  
Digital Media Branch, Division of Public Affairs  
Office of the Associate Director for Communication

Centers for Disease Control and Prevention  
O: (404) 498-6002  
Cell: (706) 502-9655

Teleworking  
Off alternating Fridays

-----Original Message-----

From: Airton Tatoug Kamdem <airtonkamdem@fb.com>  
Sent: Sunday, March 8, 2020 1:06 PM  
To: Payton Iheme <payton@fb.com>; Annie Lewis <alewis@fb.com>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Kathleen Marie Canfield <katcanfield@fb.com>  
Subject: Re: Issue w/ Boosting?

Hi Team,

Thank you for flagging, would you be able to send a screenshot of what you're seeing on your end? This would help us better contextualize and diagnose.

Thank you,

Airton | Government

On 3/8/20, 11:55 AM, "Payton Iheme" <payton@fb.com> wrote:

Good morning,

I apologize you are having trouble. I'm adding Annie and Airton to help advise.

Best,

Payton

Sent from my iPhone

> On Mar 8, 2020, at 12:35 PM, Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov> wrote:

>

> Hi Payton,

>

> I'm proceeding with the boosting of the post we were looking at yesterday. I was able to update all the fields this am and clicked boost once finished. After clicking boost, I got a prompt to input a payment method before the post could be boosted. I added the coupon code to the response campaign and the correct response campaign is selected as the payment method for the boosting. Any ideas why this isn't letting me move forward?

>

>  
>  
> Thanks,  
>  
> Kathleen  
>  
>  
> Kathleen Layton  
> Health Communications Specialist  
> Digital Media Branch, Division of Public Affairs  
> Office of the Associate Director for Communication  
> Centers for Disease Control and Prevention  
> O: (404) 498-6002  
> Cell: (706) 502-9655  
>  
> Teleworking  
> Off alternating Fridays  
>  
>  
>  
> -----Original Message-----  
> From: Payton Iheme <payton@fb.com>  
> Sent: Saturday, March 7, 2020 7:29 PM  
> To: Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
> Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Kathleen Marie Canfield  
<katcanfield@fb.com>  
> Subject: Re: Emails  
>  
> CDC team... can you try on a different browser?  
>  
> We are trying to isolate where big may be.  
>  
> Sent from my iPhone  
>  
>> On Mar 7, 2020, at 6:17 PM, Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov> wrote:  
>>  
>>  
>>  
>>  
>>  
>> -----Original Message-----  
>> From: Payton Iheme <payton@fb.com>  
>> Sent: Saturday, March 7, 2020 6:15 PM  
>> To: Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y.  
(CDC/OD/OADC) <cjyl@cdc.gov>  
>> Cc: Kathleen Marie Canfield <katcanfield@fb.com>  
>> Subject: Emails  
>>  
>>  
>>  
>> Sent from my iPhone

>> <facebooksscreenshot1.PNG>  
>> <facebookscrcnshot2.PNG>  
> <facebookboost.PNG>

**From:** Airton Tatoug Kamdem  
**Sent:** Sun, 8 Mar 2020 17:48:44 +0000  
**To:** Layton, Kathleen (CDC/OD/OADC); Payton Iheme; Annie Lewis  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC); Kathleen Marie Canfield  
**Subject:** Re: Issue w/ Boosting?  
**Attachments:** CDC.png, CDC-Covid.png

Hi team,

It looks like the only billing method is the Covid-19 ad account right now is the Ad Credit, but we'll need to add a backup CC on file in order to use the Credits, is this something we'd be able to do? (see attached)

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Airton | Government

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Kathleen Layton  
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Office of the Associate Director for Communication  
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O: (404) 498-6002  
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Teleworking  
Off alternating Fridays

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**Sent:** Sunday, March 8, 2020 1:06 PM  
**To:** Payton Iheme <payton@fb.com>; Annie Lewis <alewis@fb.com>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Kathleen Marie Canfield <katcanfield@fb.com>  
**Subject:** Re: Issue w/ Boosting?

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Airton | Government

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Payton

Sent from my iPhone

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>

> Hi Payton,

>

> I'm proceeding with the boosting of the post we were looking at yesterday. I was able to update all the fields this am and clicked boost once finished. After clicking boost, I got a prompt to input a payment method before the post could be boosted. I added the coupon code to the response campaign and the correct response campaign is selected as the payment method for the boosting. Any ideas why this isn't letting me move forward?

>

>

>

> Thanks,

>

> Kathleen

>

>

> Kathleen Layton

> Health Communications Specialist

> Digital Media Branch, Division of Public Affairs

> Office of the Associate Director for Communication

> Centers for Disease Control and Prevention

> O: (404) 498-6002

> Cell: (706) 502-9655

>

> Teleworking

> Off alternating Fridays

>

>

>

> -----Original Message-----

> From: Payton Iheme <payton@fb.com>

> Sent: Saturday, March 7, 2020 7:29 PM

> To: Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>



> Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Kathleen Marie Canfield <katcanfield@fb.com>  
 > Subject: Re: Emails  
 >  
 > CDC team... can you try on a different browser?  
 >  
 > We are trying to isolate where big may be.  
 >  
 > Sent from my iPhone  
 >  
 >> On Mar 7, 2020, at 6:17 PM, Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov> wrote:  
 >>  
 >>  
 >>  
 >>  
 >>  
 >> -----Original Message-----  
 >> From: Payton Iheme <payton@fb.com>  
 >> Sent: Saturday, March 7, 2020 6:15 PM  
 >> To: Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
 >> Cc: Kathleen Marie Canfield <katcanfield@fb.com>  
 >> Subject: Emails  
 >>  
 >>  
 >>  
 >> Sent from my iPhone  
 >> <facebook\_screenshot1.PNG>  
 >> <facebook\_screenshot2.PNG>  
 > <facebook\_boost.PNG>

## Choosing your payment method

What's your preferred payment method for this purchase?



Don't forget to check out our special offer!  
 Before you finish, suggest the best payment method for you. We'll suggest the best one!

4

Credit Card  
 Debit Card  
 PayPal  
 Apple Pay  
 Google Pay  
 Venmo  
 Cash on Delivery  
 Other

Further learning with Facebook Insights  
 Introduction to Ad Billing and Payments

Page 1 of 1

March 8, 2020 50.00

Payment Method

Account 1111111111111111

Get your Account Statement

50.00

Bank and Payment History

## Choosing your payment method

When you are ready to make a payment, you will see a screen like this. You can choose to pay by credit or debit card, by bank account, or by invoice.

Click on the payment method you want to use. If you are using a credit or debit card, you will be asked to enter your card number, expiration date, and billing address.

If you are using a bank account, you will be asked to enter your bank account number and routing number. If you are using an invoice, you will be asked to enter your invoice number.

Once you have entered your payment information, click on the **Pay** button. You will be taken to a confirmation screen where you can review your payment details.

If you have any questions about the payment process, please contact our support team. We are here to help you every step of the way.



### Payment Method Selection

#### Choose Payment Method

Before we can process your payment, we need to know how you'd like to pay. Please select a payment method below.

## 4

Payment Method

### Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Payment Method

Receipt

**March 8, 2020**

**50.00**

Payment Method

Amex Card # 3759 89123 4567 8910



Full name and address (blurred)

Card number and expiration date (blurred)

Cardholder name (blurred)

Bank and branch name (blurred)

Account number (blurred)

Routing number (blurred)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 17 Apr 2020 12:58:12 +0000  
**To:** Jan Antonaros  
**Cc:** Cohn, Amanda (CDC/DDID/NCIRD/OD);Patel, Anita (CDC/DDID/NCIRD/OD);Crawford, Carol Y. (CDC/OD/OADC);Bonander, Jason (CDC/OCOO/OCIO);Megan Ryskamp;Stanley Onyimba;Petty, Jacqueline (CDC/DDID/NCHHSTP/OD);Young, Cathy (CDC/DDID/NCEZID/OD)  
**Subject:** RE: JSON File

Hi Jan,

Either of those times work for me.

Fred

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, April 17, 2020 8:55 AM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: JSON File

Good Morning,

Thank you for your quick responses. Would 3:30pm or 4pm EST work for the team today? If not, please let me know another time.

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, Apr 17, 2020 at 7:56 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Good morning Jan,

All this below sounds interesting. (b)(5)

(b)(5)

The Question Hub sounds great.

The instructions for updating the map were not attached. Please send and we'll see what we can do to automate the process of updating that map and keeping it in sync with our maps and data.

I'm available any time today except 1-2 and 3pm today.

Fred

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, April 16, 2020 7:43 PM

**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: JSON File

Hi CDC Team,

Hope you are all well. We would like schedule a brief call tomorrow to follow up on a existing initiatives and share a few new products Google will be enabling:

1. **Screener:** We wanted to follow up on our previous email on the JSON the CDC/Apple screener. Have you had the chance to update the JSON protocol on GitHub? Happy to discuss on a call tomorrow if easier.
2. **Question Hub:** We are working on an early access program to provide authoritative health partners with deeper insights on COVID-19 related queries. Specifically, we will share the top 200 questions Google Search users are asking that have minimal authoritative answers on the open web. The program is designed to help participating partners more easily identify and address COVID-19 content gaps on their own web properties. We would love to share additional details on a brief call.
3. **Knowledge Panel:** Our [COVID-19 Knowledge Panel](#) has changed significantly over the past several weeks to meet user needs as the pandemic has evolved. Earlier this year, we discussed working with the CDC on a markup-based approach to provide more relevant local information from the CDC to users in the US through our COVID-19 KP. We are making a few more changes and would like to revisit the conversation to surface CDC content in the KP ([Prevention and Treatment](#) tabs). Prior to our call tomorrow, could you please share:  

(b)(5)
4. **COVID-19 Map Carousel:** Google is exploring a new way for users to discover sites that offer COVID-19 related maps from within Google Search results. We plan to potentially surface maps like the [CDC map of States Report Cases of COVID-19](#) in an image carousel (screenshot below).  

(b)(5)

OVERVIEW SYMPTOMS PREVENTION TREATMENTS

Coronavirus (COVID-19) - Symptoms and signs

## Maps

1,188




Coronavirus World Map: Tracking The Spread Of The Outbreak

The Guardian



Coronavirus map: latest cases state by state

## Top results

 <https://www.cdc.gov/>

Coronavirus Disease 2019 (COVID-19) - CDC

Coronavirus (COVID-19) How to protect yourself Single Arrow Right What to do if you are sick Single Arrow Right

Situation Summary Symptoms of COVID-19 Human

Coronavirus (COVID-19) - Symptoms and signs

Please let me know if you have time tomorrow morning before 3pm EST to connect.

Thank you,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Thu, Apr 9, 2020 at 9:49 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
Hi Amanda,

Thank you for the update and we look forward to hearing more about timing from you tomorrow. We have a few clarifying questions to better understand which aspects of the Apple screener will and will not be included in the JSON file:

1. What content/information will the JSON provide beyond the algorithm/screener logic?
2. Which aspects of the Apple screener user experience will not be reflected in the JSON file?
3. Will the questions from the Apple screener be included in the JSON?
4. Will the algorithm continue to mirror the Apple screener if the Apple screener is updated? If so, can you clarify the update frequency?

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, Apr 9, 2020 at 6:46 PM Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)> wrote:  
Hi Jan,

(b)(5)

Happy to discuss!  
Amanda

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, April 9, 2020 2:03 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OOO/OICIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: JSON File

Hey Amanda (and CDC team),

(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001



[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Mon, Apr 6, 2020 at 8:50 PM Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)> wrote:  
Hi Jan,

(b)(5)

Thanks!  
Amanda

Get [Outlook](#) for iOS

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Monday, April 6, 2020 8:47:45 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** JSON File

Hi Team CDC,

Thank you for highlighting Google's homepage "Doodle" honoring helpers at your incident management meeting and for all your continued leadership through this crisis.

(b)(5)

We continue to explore ways to address your request regarding a portal for state and local resources. We will circle back soon with more information from our discussions with our product teams.

Thank you,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Thu, 30 Apr 2020 19:22:09 +0000  
**To:** Cong Chen; Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Stanley Onyimba; Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

## Overview

### Description:

(b)(5)

## HOW IT SPREADS

(b)(5)

## Symptoms

(b)(5)

(b)(5)

## Prevention

(b)(5)

(b)(5)

## Treatment

(b)(5)

## Self-Care

(b)(5)

## Medical Treatment

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Thursday, April 30, 2020 1:42 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Comments yellow

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Sent:** Thursday, April 30, 2020 1:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>  
**Subject:** FW: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Carol – do you want me to make these changes in the markup or do they have to be cleared by the JIC?

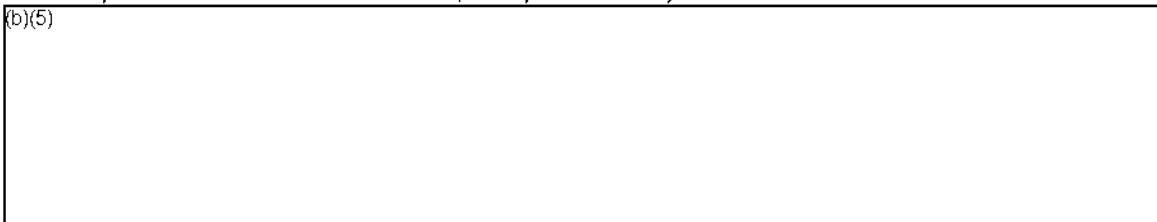
**From:** Cong Chen <congchen@google.com>  
**Sent:** Thursday, April 30, 2020 1:04 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <bug3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Scott and CDC team,

Thank you for your patience and the prompt fixes on the minor markup issues brought up earlier.

We have completed content QA on our end, and please kindly see feedback below:

(b)(5)



(b)(5)

Thanks again and please kindly keep us posted on your feedback/updates!  
Cong

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Thu, 30 Apr 2020 14:52:38 +0000  
**To:** Cong Chen; Stanley Onyimba  
**Cc:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Cong and Stanley,

(b)(5)

Thanks,

Scott

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Wednesday, April 29, 2020 3:01 PM  
**To:** Cong Chen <congchen@google.com>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Cong,

(b)(5)

Let me know if there is anything else that needs to be done.

Thanks,

Scott

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Wednesday, April 29, 2020 2:04 PM  
**To:** Cong Chen <congchen@google.com>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>

**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Yes, it is the PDF onboarding document you sent to Fred. This is a screenshot of what I mentioned.

## Treatments

(b)(5)

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Sent:** Wednesday, April 29, 2020 1:40 PM

**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>

**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks Scott. Please see my comments inline below.

On Wed, Apr 29, 2020 at 1:03 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

(b)(5)

Awesome. Thank you!

(b)(5)



(b)(5)

Thanks,

Scott

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Sent:** Wednesday, April 29, 2020 12:42 PM

**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>

**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Sorry hit "send" too fast! The previous request is optional. (b)(5)

(b)(5)

On Wed, Apr 29, 2020 at 12:36 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

(b)(5)

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Wed, 29 Apr 2020 17:03:21 +0000  
**To:** Cong Chen  
**Cc:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

Thanks,

Scott

**From:** Cong Chen <congchen@google.com>  
**Sent:** Wednesday, April 29, 2020 12:42 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Sorry hit "send" too fast! The previous request is optional.

(b)(5)

(b)(5)

On Wed, Apr 29, 2020 at 12:36 PM Cong Chen <congchen@google.com> wrote:

(b)(5)

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Wed, 29 Apr 2020 16:17:37 +0000  
**To:** Cong Chen;Smith, Fred (CDC/OD/OADC)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Stanley Onyimba;Richman, Lisa M. (CDC/OD/OADC);Verma, Rohit (CDC/OD/OADC);Casanova, Alex (CDC/OD/OADC);Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

Thanks,

Scott

**From:** Cong Chen <congchen@google.com>  
**Sent:** Wednesday, April 29, 2020 11:58 AM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Fred, Scott and the CDC team,

(b)(5)

(b)(5)

Thank you,  
Cong

On Wed, Apr 29, 2020 at 9:54 AM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

(b)(5)

Cong

On Wed, Apr 29, 2020 at 9:52 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Scott

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>

**Sent:** Wednesday, April 29, 2020 9:50:06 AM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>

**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

(b)(5)

Thanks,

Scott

**From:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Sent:** Wednesday, April 29, 2020 8:33 AM

**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC)

<cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rv9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Sent:** Wednesday, April 29, 2020 8:12 AM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Stanley Onyimba <sonyimba@google.com>  
**Cc:** Cong Chen <congchen@google.com>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rv9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

Thanks,

Scott

**From:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Sent:** Wednesday, April 29, 2020 8:05 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Stanley Onyimba <sonyimba@google.com>  
**Cc:** Cong Chen <congchen@google.com>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rv9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Carol,

(b)(5)

Thanks

Fred

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Wednesday, April 29, 2020 7:58 AM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Stanley – I'm sorry that I missed your response lasts response below

(b)(5)

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, April 28, 2020 5:34 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

(b)(5)

On Tue, Apr 28, 2020 at 2:25 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, April 28, 2020 5:20 PM

**To:** Cong Chen

**Cc:** Mullins, Scott R. (CDC/OD/OADC) (CTR); Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Instead of having your team make the content changes and send back a final copy, I thought it might be easier if we shared a proposed final copy of the content (below) which reflects all the recommended changes. Hoping this saves your team some time. Please let us know if the CDC is comfortable with the following final copy:

Overview

(b)(5)

## HOW IT SPREADS

(b)(5)

## Symptoms

(b)(5)



(b)(5)

## Prevention

(b)(5)

## Treatment

(b)(5)

(b)(5)

Thanks,

Stanley

On Tue, Apr 28, 2020 at 11:52 AM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

(b)(5)

On Tue, Apr 28, 2020 at 2:30 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

(b)(5)

**From:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>

**Sent:** Tuesday, April 28, 2020 1:41 PM

**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>

**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Stanley

(b)(5)

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, April 28, 2020 1:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>;  
Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>;  
Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi CDC Team,

(b)(5)

@Smith, Fred (CDC/OD/OADC) - (b)(5)

(b)(5)

*Google feedback:*

(b)(5)

(b)(5)

Thanks,

Stanley

On Mon, Apr 27, 2020 at 6:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

You're amazing! Thanks, Carol!

On Mon, Apr 27, 2020, 5:59 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

I received clearance tonight. Disclaimer change is OK. And below is the Overview text that was cleared. Thanks!

## Overview

COVID-19 is caused by a coronavirus called SARS-CoV-2. Older adults and people who have severe underlying medical conditions like heart or lung disease or diabetes seem to be at higher risk for developing more serious complications from COVID-19 illness.

## HOW IT SPREADS

It is thought to spread mainly from person to person, mainly through respiratory droplets produced when an infected person coughs or sneezes. These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs. Spread is more likely when people are in close contact with one another (within about 6 feet).

COVID-19 seems to be spreading easily and sustainably in the community (“community spread”) in many affected geographic areas. Community spread means people have been infected with the virus in an area, including some who are not sure how or where they became infected.

Learn more link - <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, April 27, 2020 8:43 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Great, I'll keep an eye out for the markup update tomorrow. Will you also be able to confirm if the CDC is comfortable with the recommended change (removing the disclaimer from the KP) tomorrow as well?

We can proceed with the symptoms, prevention, and treatment content once the CDC confirms the above change and then review the new Overview content (once available), share any feedback, and add to the KP later.

On Mon, Apr 27, 2020 at 12:38 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Thanks Stanley

(b)(5)

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, April 27, 2020 3:31 PM  
**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

(b)(5)

The spreadsheet-based approach is only a backup if the CDC wasn't able to implement the markup quickly so you can disregard this for now.

Thanks,

Stanley

On Mon, Apr 27, 2020 at 12:28 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is very impressive! :) Thank you Fred and the CDC team!

A quick related comment on the content. I noticed a few places in the shared doc where content is highlighted in bold. e.g. "Symptoms that may appear **2-14 days after exposure to the virus:**"

Wanted to let you know that our data ingestion pipeline will not preserve bold texts, and thus on the product UI, it will be displayed as "Symptoms that may appear 2-14 days after exposure to the virus:".

Thanks a lot,

Cong

On Mon, Apr 27, 2020 at 3:12 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Hi Stanley

(b)(5)

If we're not providing it, WHO content is okay

Carol, do you want to see what the JIC says about the content change recommended below?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Monday, April 27, 2020 3:08 PM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Hi Fred,

Thanks for providing the latest CDC content so quickly! A few follow-up questions/clarifications:

(b)(5)

- Not sure if we mentioned it last week, other than markup, we also allow content to be ingested via a shared-spreadsheet, which can speed up the launch process. We can help with the initial content/schema mapping in the spreadsheet as well and send it over for your review.
- Can you confirm if CDC is okay with WHO content for the COVID overview/about tab? Based on the content provided in the doc, we assume the CDC's preference is to provide content for symptoms, prevention and treatments only.

Also, our medical team had a chance to review the doc and thinks the content is great overall. That being said, we do have some feedback on emergency warning signs:

(b)(5)

Thanks,

Stanley

On Mon, Apr 27, 2020 at 7:09 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Stanley,

(b)(5)

The development team will be working on this today.

Thanks



Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, April 23, 2020 4:07 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Cc:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Hi Fred,

(b)(5) based on the previous guidelines. As discussed last week, the COVID-19 Knowledge Panel has evolved quite a bit and we've updated the [markup/content guidelines document](#) to reflect the latest KP format. As we work to provide users with more detailed national information, we are focused on adding content that varies most from country to country.

That being said, we would like to surface CDC content in the **Prevention** and **Treatment** tabs of the new KP as this content varies more from country to country than overview (what is COVID and how does it spread?) and symptoms content.

As a next step, please:

(b)(5)

1. Please note that we will continue to make UI changes to the KP so the mocks in the markup doc are illustrative. Ongoing UI changes should not impact markup or content requirements.
3. Markup the web content per the new [markup/content guidelines document](#)
4. Schedule call to review new content markup

Please let me know if next week Wednesday or Thursday works to review the updated content and markup together.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:56 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Great, I've shared a calendar invitation for next Wednesday and included Kathleen.

Thanks,

Stanley

On Fri, Mar 6, 2020 at 1:40 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Yes and please add Kathleen LaPorte to the invite ([wng2@cdc.gov](mailto:wng2@cdc.gov)). I'll give her a heads up that

(b)(5)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, March 6, 2020 4:21 PM

**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks for clarifying, Lisa. To confirm, does next Wednesday at 2pm EST work for you?

On Fri, Mar 6, 2020, 1:17 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

That is correct! (b)(5) First we wanted to make sure that your team is comfortable with the markup schema proposed (in the attached guideline) and that we're aligned on which content goes where. :)

In another word, if you can markup the draft content prepared earlier in a doc, that works perfectly fine!

Cong

On Fri, Mar 6, 2020 at 4:08 PM Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov> wrote:

(b)(5)

(b)(5)

Regardless lets plan on meeting and depending on what you need for the meeting I can pull in the content folks as needed.

Thanks so much!

**From:** Cong Chen <congchen@google.com>  
**Sent:** Friday, March 6, 2020 3:55 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (cvp9@cdc.gov)

Thanks Lisa! Per your request, please see the PDF-version attached in the email.

(b)(5)

Let Stanley and I know if the proposed plan makes sense! Happy to help with any technical or content related questions in the meantime (b)(5)

(b)(5)

Best,

Cong

On Fri, Mar 6, 2020 at 3:21 PM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Hey Stanley Can you send the documentation as an attachment. I'm unable to get in to google docs from this email address.

(b)(5)

(b)(5)

Thanks!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, March 6, 2020 2:39 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

-Cong Chen

Hi All,

Thank you for your patience and flexibility as our global COVID-19 response efforts evolve. Since we last spoke, we've launched localized [SOS Alerts](#) with links to country-specific health authorities (including the CDC in the US) in addition to information from the WHO in 15+ countries. We've also relaunched the COVID-19 Knowledge Panel on mobile with the WHO and are ready to revisit our work on a CDC-powered COVID-19 KP in the US.

(b)(5)

Also, please let me know if next **Wednesday, 3/11 from 2:00pm - 3PM EST** works for a call to review content and markup together assuming your team has had a chance to start implementing the markup. If Wednesday does not work, please share a few dates and times that work on your end and I will coordinate with our team to schedule a time that works for everyone.

Thanks,

Stanley

On Wed, Feb 19, 2020 at 9:17 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Lisa,

(b)(5)

Thanks!

Stanley

On Wed, Feb 19, 2020 at 8:20 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rv9@cdc.gov](mailto:rv9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,

Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [mcerritta@google.com](mailto:mcerritta@google.com); [jlsoarcs@google.com](mailto:jlsoarcs@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

---

From: Stanley Onyimba



Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;  
[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>  
<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;  
[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>  
<[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No  
External Guests, Phone]  
<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)  
<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>>;  
Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>;  
Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;  
[joselcal@google.com](mailto:joselcal@google.com)<<mailto:joselcal@google.com>>  
<[joselcal@google.com](mailto:joselcal@google.com)<<mailto:joselcal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)

When: Thursday, February 13, 2020 2:30 PM-3:30 PM.

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%28%29-%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%28%29-%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:+16614915626>> PIN 558374# More phone numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([cvp9@cdc.gov](mailto:cvp9@cdc.gov)<<mailto:cvp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&cs=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xILmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&cs=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Cong Chen  
**Sent:** Mon, 4 May 2020 10:43:42 -0400  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Cc:** Stanley Onyimba; Crawford, Carol Y. (CDC/OD/OADC); Smith, Fred (CDC/OD/OADC); Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); Thapar, Preeti (CDC/OCOO/OD) (CTR)  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)  
**Attachments:** [CDC] COVID-19 Partner On-boarding Documentation.pdf

Thanks Scott.

(b)(5)

Cong

On Mon, May 4, 2020 at 9:50 AM Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov> wrote:

Thanks Cong and Stanley,

The changes look good. So that we know going forward, what is the process to perform updates in the future?

Thanks,

Scott

**From:** Cong Chen <congchen@google.com>  
**Sent:** Friday, May 1, 2020 10:30 PM  
**To:** Stanley Onyimba <sonyimba@google.com>  
**Cc:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>;

Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([cvp9@cdc.gov](mailto:cvp9@cdc.gov))

Hi all, wanted to share some good news - we are (finally) live! with the updated content.

Thanks again for your patience (now feeling much more relieved to say) and enjoy a great weekend ahead!

Cong

On Fri, May 1, 2020 at 9:56 PM Cong Chen <[congchen@google.com](mailto:congchen@google.com)> wrote:

(b)(5)

Will keep everyone posted on this thread as soon as we have an update. Thank you and have a great weekend!

Cong

On Fri, May 1, 2020 at 6:09 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Scott,

(b)(5)

Best,

Stanley

On Fri, May 1, 2020 at 2:03 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)> wrote:

(b)(5)

Thanks,

Scott

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Friday, May 1, 2020 10:15 AM  
**To:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

(b)(5)

Thanks,

Scott

**From:** Cong Chen <[congchen@google.com](mailto:congchen@google.com)>  
**Sent:** Friday, May 1, 2020 10:14 AM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <[svm8@cdc.gov](mailto:svm8@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>;



Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <jjd2@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Scott,

Thanks for checking in! Yes, KP and OSRP can be used interchangeably. We're on it! (b)(5)

(b)(5)

Cong

On Fri, May 1, 2020 at 9:08 AM Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov> wrote:

Hi Cong and Stanley,

Now that all of the changes have been made and are available on the Coronavirus homepage,

(b)(5)

As you can imagine, people here are anxious to see the new content being reflected.

Thanks,

Scott

**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)

**Sent:** Thursday, April 30, 2020 6:01 PM

**To:** Cong Chen <congchen@google.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Stanley Onyimba

<sonyimba@google.com>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>

**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

(b)(5)

Let me know if you need anything else.

Thanks,

Scott

**From:** Cong Chen <congchen@google.com>

**Sent:** Thursday, April 30, 2020 4:42 PM

**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Stanley Onyimba <sonyimba@google.com>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Richman, Lisa M. (CDC/OD/OADC) <cyn3@cdc.gov>; Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijid2@cdc.gov>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Hi Scott,

(b)(5)

(b)(5)

Thank you!

Cong

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

# [Coronavirus] Partner Onboarding OSRP with CDC Content/Markup

CONFIDENTIAL

Authors: congchen@

Reviewer: merritta@, sonyimba@, ruhad@

Status: WIP

Last Edited: April 29th, 2020 ([Update log](#))

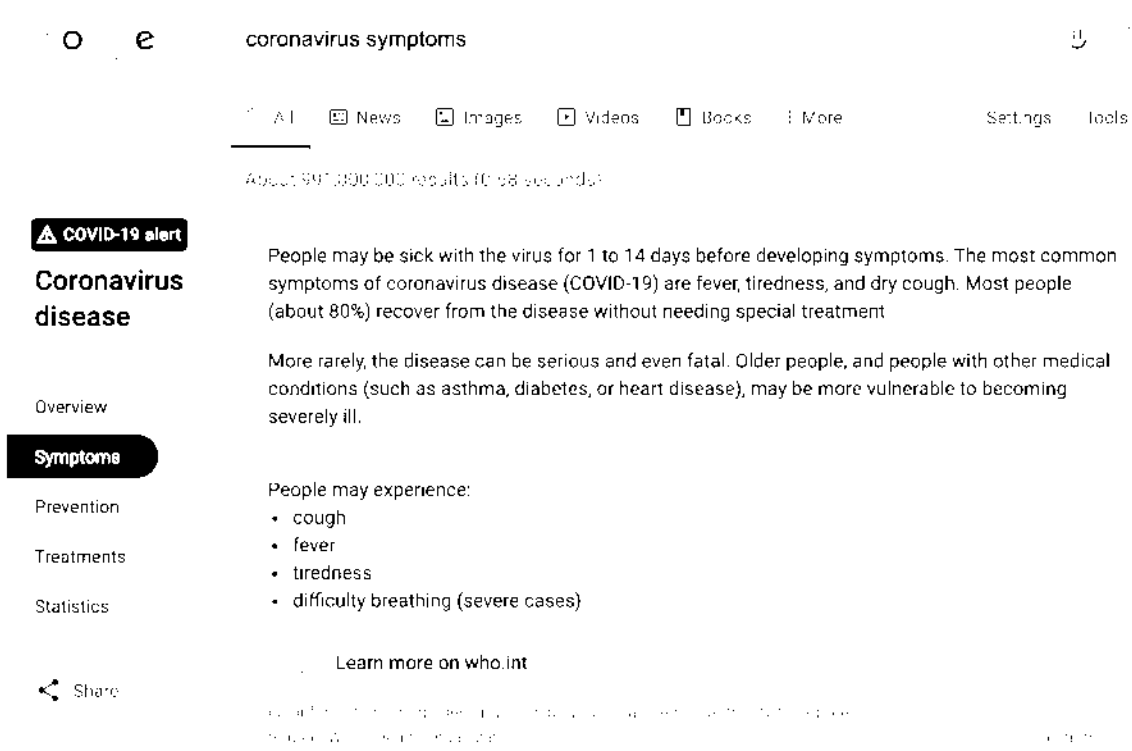
Number of pages: 22

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# Overview

Google strives to surface high-quality medical information from trusted websites to users around the world. Through features like the Health Search KP (Knowledge Panels), we are able to surface medically accurate and relevant information about hundreds of medical conditions, symptoms and/or drugs. These Knowledge Panels include content from leading medical organizations and have been evaluated by medical professionals.

Most recently, we launched Coronavirus OSRP (Organized Search Result Page) and SOS alerts in response to the global COVID-19 outbreak. This documentation is a guideline for authoritative sources/partners to provide accurate, up-to-date and geo-targeted helpful information for users seeking Coronavirus related information via structured data markup.



## Coronavirus OSRP (global content)

# Partner onboarding overview

## Initial launch

Partner onboarding will be done through a set of interactive kickoff and working sessions, as well as email-based technical consultation, troubleshooting and other required support before launch.

- Initial kickoff [1 hour call]
  - Google Partnerships + Policy share documentations/resources and walk partner through the onboarding process
  - Identify key milestones and establish mutually agreed implementation timelines
- Q&A/working sessions [*3-4 days after initial kickoff, to give Partner time to read documentation and initiate implementation*]
  - Set up 1-2 follow-up working sessions to answer partner questions on content creation/organization or markup implementation
- Technical consultation/markup support
  - Provide ongoing email support for any additional questions partner may have on content/markup
  - A comprehensive markup sample with partner content can be shared when the partner is ready to share content for required attributes in OSRP.
- Data QA
  - Once partner marks up the required content via markup, the data will be ingested into a testing environment where QA review will be done to ensure the formatting and accuracy of the content before taking it live on Google Search

## Post-launch data updates

Keeping the Coronavirus OSRP content up-to-date and maintaining medical accuracy is key to delivering high-quality info to the users as the outbreak evolves and local guidelines become increasingly helpful in fighting against the pandemic.

After the initial launch, COVID-19 related content updates will continue to be pulled via the live markups on a regular basis (M, W, F) as data is being refreshed on the partner site.

Data changes will then be reviewed for formatting and accuracy as the new content is being ingested into a testing environment. For a language supported by MD review capacity (e.g. ja, it for which we have MD reviewers fluent in that language), QA will be done with the local content; otherwise translated content will be reviewed by an MD reviewer fluent in English.

If the content passes QA, changes will be pushed live on Google products, otherwise the corresponding QA feedback will be provided to the partner via email to ensure that any

markup/content issues are resolved ASAP and can be pushed to production during the next scheduled cycle.

## Markup schema

This section provides a high-level overview of the schema entities and markup format used for structuring COVID-19 related content. It is consistent with other Google Search features that provide Health-related information to end users, including condition KP (Knowledge Panel), symptom KP, drug KP and etc.

- [Understand how structured data works](#)
- Markup - JSON+LD
- Main entities leveraged from [schema.org](#):
  - [MedicalWebPage](#)
  - [HealthTopicContent](#)
  - [WebPageElement](#)
  - [MedicalCondition](#)

## Guidelines

Your content must follow these guidelines to be eligible to display in a Google Health Search KP (Knowledge Panel):

- [Content Guidelines](#)
- [Technical Guidelines](#)
- [Webmaster Guidelines](#)
- [General Structured Data Guidelines](#)
- [Medical Topics Policy](#)

## Editorial Guidelines

All marked-up health pages should contain content that is clear, concise and free of grammatical, formatting or spelling errors:

- Non-standard, gimmicky punctuation and capitalization should be avoided.
- Extra spaces (especially leading/trailing ones) should be removed
- Extra bullet points should be removed when there are already html tags representing such content structure
- Add a full stop (".") to end each bullet point sentence

Ensure content consistency and avoid duplicated content:

- Ensure that the name of the condition is used consistently across multiple Health aspects and/or subsections.
- Content that is considered redundant with the UI strings on the OSRP shall be excluded

- E.g. "How to self care?" can be considered redundant with the header/title of the self-care section
- Ensure that there is no significant content duplication between the **description** and **text** properties for a given Health aspect and that each provides original information (high-level vs detailed info)

## Medical QA guidelines

- It is recommended not to include hotline information in the OSRP (e.g. for the treatments/prevention tabs)

General [Search Content Guidelines](#) and [Medical Topics Policy](#) guidelines apply.

COVID-19 information is divided into four different categories: Overview, Symptoms, Prevention, and Treatment.

### Overview

This section provides basic information about the disease, including what type of illness it causes, what the main symptoms are, and a few key important measures people can take to prevent getting the disease. It also includes a brief section about how the disease spreads, based on current medical consensus.

### Symptoms

This section provides a brief description of the incubation period, the most common symptoms, and the percentage of people who experience mild illness. It also includes a list of 3-5 of the most common symptoms associated with COVID-19, based on current medical consensus.

### Prevention

The topic sentence may also include information about whether a vaccine is available to prevent COVID-19. Additionally, this section includes a list of 5-6 things people should do (or should not do) to protect themselves and prevent spreading the virus to others.

### Treatments

This section includes a brief overview of how to treat the disease. The self care section includes home treatment options for people with mild symptoms, such as drinking plenty of liquids. The medical treatments section provides general instructions to users about what actions they should take if they develop symptoms (e.g. seek medical care, call your healthcare provider).

## General Content Guidelines

The following content guidelines apply to health information across multiple products on Health Search, including the Coronavirus OSRP.



### User friendly

Language should be clear, concise, unambiguous, and well-organized. Unnecessary medical jargon or complex terms should be avoided. Sentences should be short (~10–15 words or less). Content should be written at or below a 5th grade reading level.

*Resources for plain language principles are available, for example, at [plainlanguage.gov](http://plainlanguage.gov), [CDC](http://CDC), and [NHS](http://NHS).*

### High quality

Information should be medically accurate, up-to-date, and comprehensive. It should be regularly reviewed by medical professionals to ensure it accurately reflects the medical consensus.

*Reliance on the knowledge of individual doctors is not sufficient as a guarantee of reliability. Ideally, information should be based on systematic reviews of published reports or on reviews in quality assured databases such as the [Cochrane Library](http://Cochrane Library).*

### Unbiased

Content should be gender neutral and free from bias. This includes biases based on race, culture, and other social factors such as primary spoken language, gender, sexual orientation, education, and employment status.

### Engaging

Content should address people’s most common health information needs and preferences. Generally, it should not promote excessive worry, anxiety, or stigma. It should aim to be honestly optimistic rather than frightening or gloomy ([ref](#)). It should not be vulgar or scary ([ref](#)).

## Content Examples

	Coronavirus disease (COVID-19)
<b>Condition Overview</b>	
<b>Example Text</b>	Coronavirus disease (COVID-19) is an infectious disease caused by a new virus.  The disease causes respiratory illness (like the flu) with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. You can protect yourself by washing your hands frequently, avoiding touching your face, and avoiding close contact (1 meter or 3 feet) with people who are unwell.
<b>Reason</b>	<ul style="list-style-type: none"><li>● Short sentences</li><li>● Minimal use of medical jargon</li><li>● Information addresses key information needs, including gaining a realistic idea of prognosis and learning how to prevent or control symptoms.</li></ul>

	<ul style="list-style-type: none"> <li>Information meets users' general information needs but does not single out specific races or ethnicities.</li> </ul>
<b>Symptoms</b>	
<b>Example Text</b>	<p>People may be sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.</p> <p>More rarely, the disease can be serious and even fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</p>
<b>Reason</b>	<ul style="list-style-type: none"> <li>Information provides a clear, accurate description of the symptom.</li> <li>Not overly frightening or prescriptive</li> <li>Does not mention specific diagnoses or treatments.</li> <li>No use of medical jargon</li> </ul>

## Product Specific Content Guidelines

### Coronavirus OSRP

Coronavirus OSRP is an extension of a condition KP, which provides information about a MedicalCondition (Coronavirus disease in this case) and can have one or more HealthTopicContent entities.

Entity Property	Description	Example
MedicalCondition name	[Required] The name of the condition. Use the medically correct (or preferred) name for the condition.	<p><i>Coronavirus disease (COVID-19)</i></p> <hr/> <p><b>Bad</b> <i>Wuhan pneumonia</i></p>
HealthTopicContent OverviewHealthAspect description	[Required] One or two sentences that provide a succinct, easy to understand definition of the condition ( <b>max. 200 characters</b> ).	<p><i>Coronavirus disease (COVID-19) is an infectious disease caused by a new virus.</i></p> <p><i>The disease causes respiratory illness (like the flu) with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. You can protect yourself by washing your hands frequently, avoiding touching your face, and avoiding close contact (1 meter or 3 feet) with people who are unwell.</i></p>

<p>HealthTopicContent  <b>OverviewHealthAspect</b>  WebPageElement  <b>headline + text</b></p>	<p><b>[Optional]</b> additional information about the virus, preferably applying to the <b>entire</b> population (as opposed to specific ages, genders etc).</p> <p>For more structure in your overview content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>50 characters (headline) + 1000 characters (text)</b>, which is the maximum that the UI will display. Otherwise the text will appear truncated with [...].</p>	<p><i>How it spreads</i></p> <p><i>Coronavirus disease spreads primarily through contact with an infected person when they cough or sneeze. It also spreads when a person touches a surface or object that has the virus on it, then touches their eyes, nose, or mouth.</i></p>
<p>HealthTopicContent  <b>SymptomsHealthAspect</b>  <b>description</b></p>	<p><b>[Required]</b> A short summary of the main symptoms (<b>max. 200 characters</b>).</p>	<p><i>People may be sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.</i></p> <p><i>More rarely, the disease can be serious and even fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</i></p>

<p>HealthTopicContent <b>SymptomsHealthAs pect</b> WebPageElement <b>text</b></p>	<p><b>[Optional]</b> List and description of all symptoms, preferably applying to the <b>entire</b> population (as opposed to specific ages, genders etc).</p> <p>For more structure in your symptoms content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>1000 characters (text)</b>, which is the maximum that the UI will display. Otherwise the text will appear truncated with [...].</p>	<p>People may experience:</p> <ul style="list-style-type: none"> <li>• cough</li> <li>• fever</li> <li>• tiredness</li> <li>• difficulty breathing (severe cases)</li> </ul>
<p>HealthTopicContent <b>PreventionHealthAs pect</b> <b>description</b></p>	<p><b>[Required]</b> A short summary on how to prevent the disease (<b>max. 200 characters</b>).</p>	<p><i>There is currently no vaccine to prevent coronavirus disease (COVID-19).</i></p>
<p>HealthTopicContent <b>PreventionHealthAs pect</b> WebPageElement <b>text</b></p>	<p><b>[Required]</b> A list and/or detailed description on how to prevent the disease.</p> <p>For more structure in your medical treatment content, you can provide multiple WebPageElements with a headline (optional) and text each.</p> <p>Recommended to keep within <b>1,000 characters</b>, which is the</p>	<p><i>You can protect yourself and help prevent spreading the virus to others if you:</i></p> <p><i>Do</i></p> <ul style="list-style-type: none"> <li>• <i>Wash your hands regularly for 20 seconds, with soap and water or alcohol-based hand rub</i></li> <li>• <i>Cover your nose and mouth with a disposable tissue or flexed elbow when you cough or sneeze</i></li> </ul>

	<p>maximum that the UI will display.</p>	<ul style="list-style-type: none"> <li>• <i>Avoid close contact (1 meter or 3 feet) with people who are unwell</i></li> <li>• <i>Stay home and self-isolate from others in the household if you feel unwell</i></li> </ul> <p><i>Don't</i></p> <ul style="list-style-type: none"> <li>• <i>Touch your eyes, nose, or mouth if your hands are not clean</i></li> </ul>
<p>HealthTopicContent <b>TreatmentsHealthAspect description</b></p>	<p><b>[Required]</b> A short summary of the main self-care actions and/or medical treatments (<b>max. 200 characters</b>).</p> <p>Use this property to summarize content from text sections when self-care actions are not the only treatments available (1. Both self-care actions and medical treatments are available OR 2. <u>only</u> medical treatments are provided)</p>	<p><i>There is no specific medicine to prevent or treat coronavirus disease (COVID-19). People may need supportive care to help them breathe.</i></p>
<p>HealthTopicContent <b>TreatmentsHealthAspect</b> WebPageElement <b>text</b></p>	<p><b>[Conditionally required]</b> A list and/or detailed description of all other treatments, including surgery, drugs or other medical interventions (other than self care).</p> <p>For more structure in your medical treatment content, you can provide multiple WebPageElements with a headline and text each.</p> <p>Recommended to keep within <b>1,000 characters</b>, which is the maximum that the UI will display with all texts for the TreatmentHealthAspect combined. Otherwise the text will appear truncated with [...].</p>	<p><i>If you develop a fever, cough, and have difficulty breathing, promptly seek medical care. Call in advance and tell your health provider of any recent travel or recent contact with travelers.</i></p>

<p>HealthTopicContent <b>SelfCareHealthAspect</b> description</p>	<p><b>[Optional]</b> A short summary of the main self-care actions and/or home treatments (<b>max. 200 characters</b>).</p> <p>Use to summarize content from the self-care text section if <u>only</u> self-care actions and no medical treatments are available.</p> <p>Note that SelfCareHealthAspect description is required when a condition has only self care info, without other medical treatments.</p>	<p>N/A</p>
<p>HealthTopicContent <b>SelfCareHealthAspect</b> WebPageElement text</p>	<p><b>[Conditionally required]</b> A list and/or detailed description of self-care actions and/or home treatments. Focus on the most important do's and don'ts.</p> <p>For more structure in your self-care content, you can provide multiple WebPageElements with a headline (optional) and text each.</p> <p>Recommended to keep within <b>1,000 characters</b>, which is the maximum that the UI will display with all texts for the SelfCareHealthAspect combined. Otherwise the text will appear truncated with [...].</p>	<p><i>If you have mild symptoms, stay at home until you've recovered. You can relieve your symptoms if you:</i></p> <ul style="list-style-type: none"> <li>● <i>rest and sleep</i></li> <li>● <i>keep warm</i></li> <li>● <i>drink plenty of liquids</i></li> <li>● <i>use a room humidifier or take a hot shower to help ease a sore throat and cough</i></li> </ul>

## Technical Guidelines

Content should be a valid JSON enclosed within the `<script type="application/ld+json"> ... </script>` tag. The `<script>` tag may be placed in either the `<HEAD>` or `<BODY>` region of the page that holds a Health aspect (e.g. condition)

For content validity, the mark-up should contain one and only one MedicalWebPage entity per page.

Within the `https://<example.com>/<specific health aspect>/*` domain, only one representation per each health aspect should exist, e.g. no two `MedicalWebPage` instances in different pages may represent the same health aspect (e.g. condition).

Search builds each Health KP from entities within an instance of a `MedicalWebPage` entity. Properties within the `HealthTopicContent` and `WebPageElement` maps to a specific part of the KP, such as the header, tabs, body text, and footer.

## HTML Tags in your Markup

### URLs

The marked-up content should not include any URLs except for `@context`, `@id`, and/or any other URL-based properties. For example, a text property of a `SymptomsHealthAspect` `WebPageElement` is not good when it contains a URL, (e.g. "according to <https://www.example.com/conditions/corona/>, symptoms are ..."). All embedded hyperlinks will be ignored.

### Formatting Tags

All non-URL related text properties will be rendered as plain text, having all HTML tag based formatting, like bolding or italics, stripped. The following exceptions apply:

- Headings (e.g. `<h2>` tags) and paragraphs (e.g. `<p>` tags) will be rendered as line breaks. Try to avoid using these tags to prevent excessive line breaks in the Knowledge Panel.
- Bulleted lists (`<ul>` and `<li>` tags) will be rendered as bullets.
- The headline properties (of `HealthTopicContent` and/or `WebPageElement`) will be rendered as headlines.

### Character limit

HTML tags will not count into the character limit for a given aspect.

## Structured Data Type Definitions

We are using the high-level entity `MedicalWebPage` schema to indicate a web page is about a specific health aspect (e.g. `MedicalCondition`, `MedicalSignOrSymptom` and etc)

Within a `MedicalWebPage`, use the `hasPart` property to model `HealthTopicContent` that is specific to a Health Aspect such as Overview, Symptoms, Prevention, Treatments, Self Care and etc when applicable. See full list in `HealthAspectEnumeration`, note that not all the Health Aspects are supported yet.

Each `MedicalWebPage` can have multiple `HealthTopicContent` entities (linked via `hasPart`) and each `HealthTopicContent` can be linked to a specific member of the `HealthAspectEnumeration` (via `hasHealthAspect`)

## Condition KP

### Type: MedicalWebPage

Property	Required	Type	Guidelines
@context	Yes	Text	Value must be "http://schema.org/"
@type	Yes	Text	Value must be "MedicalWebPage"
about	Yes	<a href="#">MedicalCondition</a> or <a href="#">MedicalSignOrSymptom</a>	Indicates that a medical webpage is about a specific health related entities, e.g. <a href="#">MedicalCondition</a> or <a href="#">MedicalSignOrSymptom</a>
hasPart	Yes	<a href="#">HealthTopicContent</a>	Indicates that an item or entity is part of a <a href="#">MedicalWebPage</a>  Using this property to link <a href="#">MedicalWebPage</a> to one or more <a href="#">HealthTopicContent</a> entity
url	Yes	<a href="#">URL</a>	URL to the data provider/source website

#### Example - MedicalWebPage

```
{
  '@type' : "MedicalWebPage",
  '@context' : "http://schema.org",
  'about' : {
    '@type' : "http://schema.org/MedicalCondition",
    'name' : "Coronavirus disease",
    'alternateName' : "2019 Novel Coronavirus, 2019-nCoV"
  },
  'url' : "https://www.example.com/",
  'hasPart' : [
    {
      '@type' : "http://schema.org/HealthTopicContent"
      ...
    }
  ]
}
```

### Type: [HealthTopicContent](#)



HealthTopicContent is WebContent about a specific aspect of a health topic. It may be comprised of several parts or sections that contain different types of media.

For medical conditions, applicable Health Aspects include Overview, Symptoms, Treatments, SelfCare, SeeDoctor, Contagiousness, Prevention, LivingWith and etc.

Property	Required	Type	Guidelines
@type	Yes	Text	Value must be "HealthTopicContent"
hasHealthAspect	Yes	<u>HealthAspectEnumeration</u>	Indicates that the health content is about a specific aspect.  Eligible value of this property shall be a member of the <u>HealthAspectEnumeration</u> , such as, TreatmentsHealthAspect
description	No	Text	A description of the specific health aspect.
hasPart	Yes	<u>CreativeWork</u>	Parts and/or sections of the actual content about a specific aspect of the topic.  The expected type may range from <u>WebPageElement</u> , Article, or a VideoObject.
mentions	No	<u>Thing</u>	Other entities or topics that appear in the content. This property may be used to convey granular topics that are relevant to this aspect.
url	Yes	<u>URL</u>	URL deep-link to the entity specific section of the specific page about a HealthAspect

#### Example - HealthTopicContent

```
{
  '@type' : "MedicalWebPage",
  ...
  'hasPart' : [
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/OverviewHealthAspect",
      'description' : "<p>Coronavirus disease (COVID-19) is an infectious disease caused by a new virus.</p><p>The disease causes respiratory illness (like the flu) with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. You
```

```

can protect yourself by washing your hands frequently, avoiding touching your face,
and avoiding close contact (1 meter or 3 feet) with people who are unwell.</p>",
'url' : "https://www.example.com/link/to/the/overview/section",
'hasPart' : [
  {
    '@type' : "WebPageElement",
    'headline' : "How it spreads"
    'text' : "Coronavirus disease spreads primarily through contact with an infected
person when they cough or sneeze. It also spreads when a person touches a surface or
object that has the virus on it, then touches their eyes, nose, or mouth."
  },
  {...more WebPageElements}
]
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/SymptomsHealthAspect",
  ...
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/PreventionHealthAspect",
  ...
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/TreatmentsHealthAspect",
  ...
}
]
}

```

## Type: WebPageElement

Property	Required	Type	Guidelines
@type	Yes	Text	Value must be "WebPageElement"
headline	No	Text	Headline of the <a href="#">WebPageElement</a> that concisely describes what the web page element is about.  This allows a maximum of <b>50</b> characters.
text	Conditionally required	Text	Longer descriptive text of the entity. Recommended max length of <b>1000</b> characters (with all WebPageElements combined), additional characters beyond this

			<p>limit will not be displayed on the product UI.</p> <p>Required for:</p> <ul style="list-style-type: none"> <li>• OverviewHealthAspect</li> <li>• PreventionHealthAspect</li> </ul> <p>Conditionally required for:</p> <ul style="list-style-type: none"> <li>• TreatmentsHealthAspect when SelfCareHealthAspect is not present</li> <li>• SelfCareHealthAspect when it is present</li> </ul>
hasPart	No	<u>CreativeWork</u>	Indicates an item or CreativeWork that is part of this item/ <u>WebPageElement</u>

### Example - WebPageElement

```

{
  "@type": "MedicalWebPage",
  ...
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      ...
      "hasPart": [
        {
          "@type": "WebPageElement",
          "headline": "How it spreads",
          "text": "The new coronavirus spreads primarily through contact with an infected
person when they cough or sneeze, or through droplets of saliva or discharge from the
nose."
        },
        {
          "@type": "HealthTopicContent"
        },
        {
          "@type": "HealthTopicContent"
        }
      ]
    }
  ]
}

```

### Type: MedicalCondition

Property	Required	Type	Guidelines
@type	Yes	Text	Value must be "MedicalCondition"

name	Yes	Text	Name of the condition. Must be the same as under MedicalWebPage.
alternateName	Optional	Text	Other commonly known names of the condition. For example: "2019 Novel Coronavirus, 2019-nCoV" for COVID-19.

Example - MedicalCondition

See the MedicalWebPage [example](#)

## Complete Example

```
{
  '@type' : "MedicalWebPage",
  '@context' : "http://schema.org",
  'about' : {
    '@type' : "MedicalCondition",
    'name' : "Coronavirus disease (COVID-19)",
    'alternateName' : "2019 Novel Coronavirus, 2019-nCoV"
  },
  'url' : "https://www.example.com/",
  'hasPart' : [
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/OverviewHealthAspect",
      'description' : "...",
      'hasPart' : [
        {'@type' : "WebPageElement",
          "headline": "How it spreads",
          'text' : "..."},
        ...
      ],
      'url' : "https://www.example.com/link-to-the-overview-section"
    },
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/SymptomsHealthAspect",
      'description' : "...",
      'hasPart' : [
        {'@type' : "WebPageElement", 'text' : "..."},
        ...
      ],
      'url' : "https://www.example.com/link-to-the-symptoms-section"
    },
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/PreventionHealthAspect",
      'description' : "...",
      'hasPart' : [
        {'@type' : "WebPageElement", 'text' : "..."},
        ...
      ],
      'url' : "https://www.example.com/link-to-the-prevention-section"
    },
    {
      '@type' : "HealthTopicContent",
      'hasHealthAspect' : "http://schema.org/SelfCareHealthAspect",
      'description' : "...",

```

```

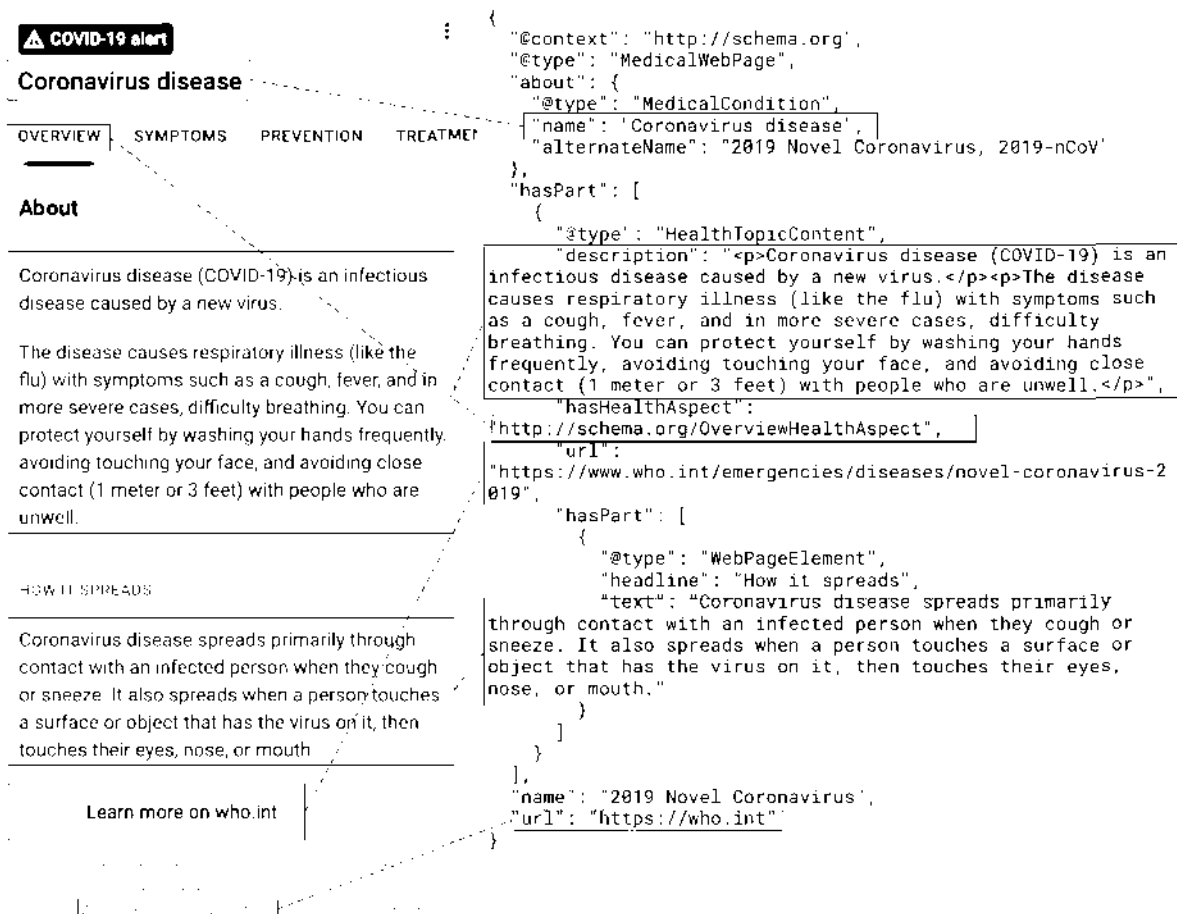
'hasPart' : [
  {'@type' : "WebPageElement", 'text' : "..."},
  {'@type' : "WebPageElement", 'headline': "Do", "text' : "..."},
  {'@type' : "WebPageElement", 'headline': "Don't", "text' : "..."},
  ...
],
'url' : "https://example.com/link-to-selfcare-section"
},
{
  '@type' : "HealthTopicContent",
  'hasHealthAspect' : "http://schema.org/TreatmentsHealthAspect",
  'description' : "...",
  'hasPart' : [
    {'@type' : "WebPageElement", 'text' : "..."},
    ...
  ],
  'url' : "https://www.example.com/link-to-the-treatments-section"
}
]
}

```

## Product UI to JSON-LD Mapping

### Coronavirus OSRP

#### Overview - about



# Symptoms

**COVID-19 alert**

## Coronavirus disease

OVERVIEW SYMPTOMS PREVENTION NEWS

People may become sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.

More rarely, the disease can be serious, in particular for older people and people with other medical conditions (such as asthma, diabetes, or heart disease). In severe cases, people may experience difficulty breathing.

- People may experience:
- cough
  - fever
  - tiredness
  - difficulty breathing (severe cases)

[Learn more on who.int](#)

```
{
  "@context": "http://schema.org",
  "@type": "MedicalWebPage",
  "about": {
    "@type": "MedicalCondition",
    "name": "Coronavirus disease",
    "alternateName": "2019 Novel Coronavirus, 2019-nCoV"
  },
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      "description": "<p>People may be sick with the virus for 1 to 14 days before developing symptoms. The most common symptoms of coronavirus disease (COVID-19) are fever, tiredness, and dry cough. Most people (about 80%) recover from the disease without needing special treatment.</p><p>More rarely, the disease can be serious and even fatal. Older people, and people with other medical conditions (such as asthma, diabetes, or heart disease), may be more vulnerable to becoming severely ill.</p>",
      "hasHealthAspect": {
        "uri": "http://schema.org/SymptomsHealthAspect",
        "uri": "https://www.who.int/news-room/q-a-detail/q-a-coronaviruses#:~:text=symptoms",
        "hasPart": [
          {
            "@type": "WebPageElement",
            "text": "<p>People may experience:</p><ul><li>cough</li><li>fever</li><li>tiredness</li><li>difficulty breathing (severe cases)</li></ul>"
          }
        ]
      }
    }
  ],
  "name": "2019 Novel Coronavirus",
  "url": "https://who.int"
}
```

# Preventions

PTOMS   TESTING   **PREVENTION**   TREATMENTS

Protect yourself and others around you by knowing the facts and taking appropriate precautions. Follow advice provided by your local public health agency.

- To prevent the spread of COVID-19:
- Clean your hands often with soap and water or an alcohol-based hand rub.
  - Maintain a safe distance from others who are coughing or sneezing.
  - Don't touch your eyes, nose or mouth.
  - Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze. Dispose of the tissue immediately.
  - Stay home if you feel unwell.
  - If you have a fever, cough and difficulty breathing, seek medical attention in advance.
  - Follow the local health agency's instructions.
- Avoiding unneeded visits to medical facilities allows healthcare systems to operate more effectively, therefore protecting you and others.

[Learn more on who.int](#)

```

{
  "@context": "http://schema.org",
  "@type": "MedicalWebPage",
  "about": {
    "@type": "MedicalCondition",
    "name": "Coronavirus disease",
    "alternateName": "2019 Novel Coronavirus, 2019-nCoV"
  },
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      "description": "Protect yourself and others around you by knowing the facts and taking appropriate precautions. Follow advice provided by your local public health agency."
    },
    {
      "hasHealthAspect": "http://schema.org/PreventionHealthAspect",
      "hasPart": [
        {
          "@type": "WebPageElement",
          "text": "To prevent the spread of COVID-19:</p><ul><li>Clean your hands often. Use soap and water, or an alcohol-based hand rub.</li><li>Maintain a safe distance from anyone who is coughing or sneezing.</li><li>Don't touch your eyes, nose or mouth.</li><li>Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze.</li><li>Stay home if you feel unwell.</li><li>If you have a fever, cough and difficulty breathing, seek medical attention in advance.</li><li>Follow the directions of your local health authority.</li></ul><p>Avoiding unneeded visits to medical facilities allows healthcare systems to operate more effectively, therefore protecting you and others.</p>"
        }
      ]
    },
    {
      "url": "https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public"
    }
  ]
},
{
  "name": "2019 Novel Coronavirus",
  "url": "https://who.int"
}

```

## Treatments

**COVID-19 alert**

**Coronavirus disease**

NG PREVENTION **TREATMENTS** NEWS STATISTIC

To date, there are no specific vaccines or medicines for COVID-19.

Treatments are under investigation, and will be tested through clinical trials.

Self care

**Medical treatments**

If you have mild symptoms and are otherwise healthy, self-isolate and contact your medical provider or a COVID-19 information line for advice.

Seek medical care if you have a fever, a cough, and difficulty breathing. Call in advance.

[Learn more on who.int](#)

```

{
  "@context": "http://schema.org",
  "@type": "MedicalWebPage",
  "about": {
    "@type": "MedicalCondition",
    "name": "Coronavirus disease",
    "alternateName": "2019 Novel Coronavirus, 2019-nCoV"
  },
  "hasPart": [
    {
      "@type": "HealthTopicContent",
      "hasHealthAspect": "http://schema.org/SelfCareHealthAspect",
      "hasPart": [
        {
          "@type": "WebPageElement",
          "text": ""
        }
      ],
      "@type": "HealthTopicContent",
      "description": ""
    },
    {
      "@type": "HealthTopicContent",
      "description": "To date, there are no specific vaccines or medicines for COVID-19.</p><p>Treatments are under investigation, and will be tested through clinical trials.</p>"
    },
    {
      "@type": "HealthTopicContent",
      "description": "If you have mild symptoms and are otherwise healthy, self-isolate and contact your medical provider or a COVID-19 information line for advice.</p><p>Seek medical care if you have a fever, a cough, and difficulty breathing. Call in advance.</p>"
    }
  ],
  "url": "https://www.who.int/news-room/q-a-detail/q-a-coronaviruses#:~:text=treatment"
}

```

## References

- Understand [how structured data works](#)
- Schema.org > [HealthTopicContent](#)

## Update log

Date	Notes	Author
2/19/20	Initial draft	congchen@
3/4/20	Updated spec with COVID-19 specific examples	congchen@
3/29/20	Updated with more partner onboarding info	congchen@
4/9/20	Added OSRP UI ↔ Data Schema mapping	congchen@



4/17/20	Updated OSRP UI ↔ Data Schema mapping	congchen@
4/29/20	Removed "name" for HealthTopicContent in the Treatments schema mapping example	congchen@

**From:** Airton Tatoug Kamdem  
**Sent:** Tue, 1 Sep 2020 15:34:43 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)  
**Subject:** Re: New Disclaimer

Thanks Jay,

(b)(5)

-A

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Friday, August 28, 2020 at 3:29 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9@cdc.gov>  
**Subject:** New Disclaimer

(b)(5)

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

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

**From:** Payton Iheme  
**Sent:** Wed, 1 Apr 2020 13:48:33 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers  
**Attachments:** Centers for Disease Control and Prevention CDC-FB-Trademark License Agreement-Non-Exclusive 4.1.2020 (signed).pdf

Hi Carol,

Here is the signed document for you.

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Monday, March 30, 2020 at 1:32 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers

You saw this right?

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Monday, March 30, 2020 8:42 AM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** Kevin Hatcher <khatcher@fb.com>  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Sunday, March 29, 2020 6:48 PM  
**To:** Kevin Hatcher <khatcher@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Good evening,

Do let us know if you need anything else in order to answer the questions Kevin needed feedback on.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 6:05 PM, Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)> wrote:

(b)(5)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Date:** Friday, March 27, 2020 at 3:01 PM

**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, Kevin Hatcher <[khatcher@fb.com](mailto:khatcher@fb.com)>

**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <[uvt8@cdc.gov](mailto:uvt8@cdc.gov)>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <[pwi3@cdc.gov](mailto:pwi3@cdc.gov)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Adding in Kevin to help with details.

Best,

Payton

Sent from my iPhone

On Mar 27, 2020, at 5:54 PM, Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

Got it on the rest.

CDC team – I'll check on logo issues

(b)(5)

**From:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>

**Sent:** Friday, March 27, 2020 5:38 PM

**To:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <[uvt8@cdc.gov](mailto:uvt8@cdc.gov)>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <[pwi3@cdc.gov](mailto:pwi3@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

As relayed on the call, we're happy to target additional populations such as youth as the content becomes available. Just let us know. (b)(5)

(b)(5)

(b)(5)

(b)(5)

Best,

Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>

<Copy of (CDC) COVID-19 SLU Outlines.pdf>

**Centers for Disease Control and Prevention/CDC  
Trademark License Agreement—Non-Exclusive**

**Trademark License Number:**

**Licensee:** Facebook, Inc.

(b)(5)

(b)(5)

(b)(5)



(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

**From:** Payton Iheme  
**Sent:** Mon, 30 Mar 2020 17:33:20 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers

Yes ma'am.

Best,

Payton

**From:** Carol Crawford <cjy1@cdc.gov>  
**Date:** Monday, March 30, 2020 at 1:32 PM  
**To:** Payton Iheme <payton@fb.com>  
**Subject:** Now I'm checking on you. FW: CDC brief on ways to reach high-risk and frequent travelers

You saw this right?

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Monday, March 30, 2020 8:42 AM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** Kevin Hatcher <khatcher@fb.com>  
**Subject:** RE: CDC brief on ways to reach high-risk and frequent travelers

(b)(5)

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Sunday, March 29, 2020 6:48 PM  
**To:** Kevin Hatcher <khatcher@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pw3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

Good evening,

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Payton

Sent from my iPhone

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(b)(5)

**From:** Payton Itheme <payton@fb.com>

**Date:** Friday, March 27, 2020 at 3:01 PM

**To:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, Kevin Hatcher <khatcher@fb.com>

**Cc:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, "Seman, Caroline (CDC/DDID/NCEZID/DVBD)" <pwi3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

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Payton

Sent from my iPhone

On Mar 27, 2020, at 5:54 PM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

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CDC team – I'll check on logo issues

(b)(5)

**From:** Payton Itheme <payton@fb.com>

**Sent:** Friday, March 27, 2020 5:38 PM

**To:** Payton Itheme <payton@fb.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pwi3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: CDC brief on ways to reach high-risk and frequent travelers

**Importance:** High

Hi Carol and team,

As relayed on the call, we're happy to target additional populations such as youth as the content becomes available. Just let us know.

(b)(5)



(b)(5)

(b)(5)

(b)(5)

Best,

Payton

**From:** [payton@fb.com](mailto:payton@fb.com)

**When:** 3:30 PM - 4:30 PM March 27, 2020

**Subject:** CDC brief on ways to reach high-risk and frequent travelers

**Location:** <tel:+1-408-740-7256,,,886245064#>

<Copy of (CDC) COVID-19 SLU Outlines.pdf>

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 24 Mar 2020 20:32:29 +0000  
**To:** Stanley Onyimba  
**Cc:** Smith, Fred (CDC/OD/OADC);Jan Antonaros;Bonander, Jason (CDC/OCOO/OCIO)  
**Subject:** RE: Old CDC link

We are still in a soft launch phase and are not doing any promotion of it right now. I hope that helps.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, March 24, 2020 3:36 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Jan Antonaros <jantonaros@google.com>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>  
**Subject:** Re: Old CDC link

Sorry for the re-ping but we're getting questions on why other partners are explicitly calling out the self checker (ex: [Microsoft tweet](#)) but Google is not. Is the CDC comfortable with us explicitly calling out the tracker while still linking to the symptoms page or is additional work still required on the protocol?

On Tue, Mar 24, 2020 at 12:14 PM Stanley Onyimba <sonyimba@google.com> wrote:  
Thanks, Carol! Please do let us know which new page to link to if the CDC decides to move the checker.

On Tue, Mar 24, 2020 at 11:55 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
Yes, I think that is OK to do. Sorry I missed (yet again).  
That page is a very popular page independent of the checker, which may or may not remain on that page.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, March 24, 2020 2:46 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>  
**Subject:** Re: Old CDC link

Hi Jason and Carol,

Search Executives are keen to begin ramping as soon as possible. Can you confirm that the CDC is comfortable starting to ramp a link to the [Symptoms & Testing](#) page on Search/other Google products today granted that we do not explicitly call out the self-checker?

Thanks,  
Stanley

On Mon, Mar 23, 2020 at 2:34 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Above my pay grade! I'll defer to Carol and Jason.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, March 23, 2020 5:12 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>  
**Subject:** Re: Old CDC link

+[Jan Antonaros](#)

Hi Fred,

Thanks for the update. To clarify on not fully promoting, can you confirm that the CDC is comfortable starting to ramp a link to the [Symptoms & Testing](#) page on Search/other Google products today granted that we do not explicitly call out the self-checker?

Also, do you have a sense of when the CDC will be ready to explicitly call out the self-checker?

Thanks,  
Stanley

On Mon, Mar 23, 2020 at 6:20 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Stanley,

We saw a small uptick in traffic yesterday, nothing that we couldn't easily handle and nothing comparable to the impact of the President's press conference.

We are being told that we need to hold off on fully promoting the self checker right now. Thank you for understanding and your patience.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Sunday, March 22, 2020 7:37 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Old CDC link

Hi Carol,

(b)(5)

@Fred - how did the self-checker impact/traffic analysis look today?

Thanks,  
Stanley

On Sun, Mar 22, 2020 at 2:08 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Stanley – on this part of google COVID rollout: <https://www.google.com/covid19/>

(b)(5)

A large rectangular box with a black border, representing redacted content. The text "(b)(5)" is located in the top-left corner of the box.

You did this on the earlier SOS alert but seems like the older page carried over to this new presentation. Thank you!

(b)(5)

A large rectangular box with a black border, representing redacted content. The text "(b)(5)" is located in the top-left corner of the box.

--  
Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--  
Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
-----------------	-----------------------------	---------------------

**From:** Payton Itheme  
**Sent:** Thu, 16 Apr 2020 20:22:34 +0000  
**To:** Ward, Rachel (CDC/DDNID/NCIPC/OD); Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)  
**Cc:** Kevin Hatcher; Crawford, Carol Y. (CDC/OD/OADC); Priya Gangolly  
**Subject:** Re: Outlines for review  
**Attachments:** FB Social Learning Unit\_Travel[1].docx

Thank you. I will get these to the team right away.

You can email me and Priya (cc'd) (b)(5)

Best,

Payton

**From:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>  
**Date:** Thursday, April 16, 2020 at 4:10 PM  
**To:** "Silver, Margaret E. (CDC/DDID/NCEZID/DVBD)" <uvt8@cdc.gov>, Payton Itheme <payton@fb.com>  
**Cc:** Carol Crawford <cjy1@cdc.gov>  
**Subject:** RE: Outlines for review

Thank you for connecting us, Maggie. I look forward to working with you, Payton! Please let me know if you have any questions (b)(5)

Thanks,

Rachel

**Rachel Ward, MSW, MPH**  
Global Mitigation Task Force, COVID-19 Response  
Centers for Disease Control and Prevention  
**404-718-7380**

**From:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>  
**Sent:** Thursday, April 16, 2020 3:05 PM  
**To:** Payton Itheme <payton@fb.com>  
**Cc:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** RE: Outlines for review

Payton,

Our Travel Group has given the OK on the SLU you sent (still waiting on family SLU clearance). The Travel Group did ask that I share the following updates with you (some reference the attached Word document where I copied your SLUs):

(b)(5)

Also, I've cc'd **Rachel Ward** who can provide weekly updates to you and your team going forward. Let us know

(b)(5)

Thanks,  
Maggie

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Monday, April 13, 2020 7:46 AM  
**To:** Silver, Margaret E. (CDC/DDID/NCEZID/DVBD) <uvt8@cdc.gov>; Seman, Caroline (CDC/DDID/NCEZID/DVBD) <pw3@cdc.gov>  
**Subject:** Outlines for review

(b)(5)

Thanks!

**From:** Payton Itheme <payton@fb.com>  
**Sent:** Saturday, April 11, 2020 10:03 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

Good morning Carol,

(b)(5)

## Design Principles

This content was created with the following principles:

- There are no learner prerequisites. This may be some people's only source of accurate info and thus it is complete and comprehensive.

(b)(5)

## Content

- COVID-19: Family Stress and Coping
  - Introduction
  - Risks and Symptoms Of COVID-19 in Children
  - 5 Tips to Care for Children
  - Help Children Continue Learning
  - Principles for Talking with Children about COVID-19
  - Coping with Stress
  - Frequently Asked Questions
- COVID-19 and Frequent Travelers
  - Introduction
  - Travel Recommendations by Country
  - Travelers Returning from International Travel
  - Returning Cruise Ship Travelers
  - Travel in the US
  - Travelers Prohibited from Entry to the US
  - FAQ For Travelers
  - Additional Resources for Travelers

# COVID-19: Family Stress and Coping

## Post: Introduction

The COVID-19 pandemic has created a lot of uncertainty and stress for families, but there are ways to cope and stay safe. This unit includes CDC-curated content for families trying to cope with stress. The Centers for Disease Control and Prevention works 24/7 to provide the American public with timely and accurate health information, responding to public health emergencies such as COVID-19.

By taking this unit, you will discover the answers to questions such as:

- How can I help my child continue learning?
- How can I talk to my child about COVID-19?
- How can I cope with the stress of the pandemic?



(b)(5)

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(b)(5)

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(b)(5)

(b)(5)

(b)(5)

(b)(5)





(b)(5)

**From:** Carol Crawford <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Saturday, April 11, 2020 at 9:59 AM  
**To:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: CDC Content for At risk Communities + Outlines (time sensitive as at risk context should be created/delivered soon)

Sorry for another email but can you all send the outline outside of Google? I wasn't able to see that link.

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)



(b)(5)

**Sent:** Fri, 20 Mar 2020 19:16:27 +0000  
**To:** Grace Willoughby  
**Cc:** Lauren Devoll;Caitlin Rush  
**Subject:** RE: possible pro bono advertising available

Hi Lauren- Do you have the jpg files of these images?

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 2:23 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

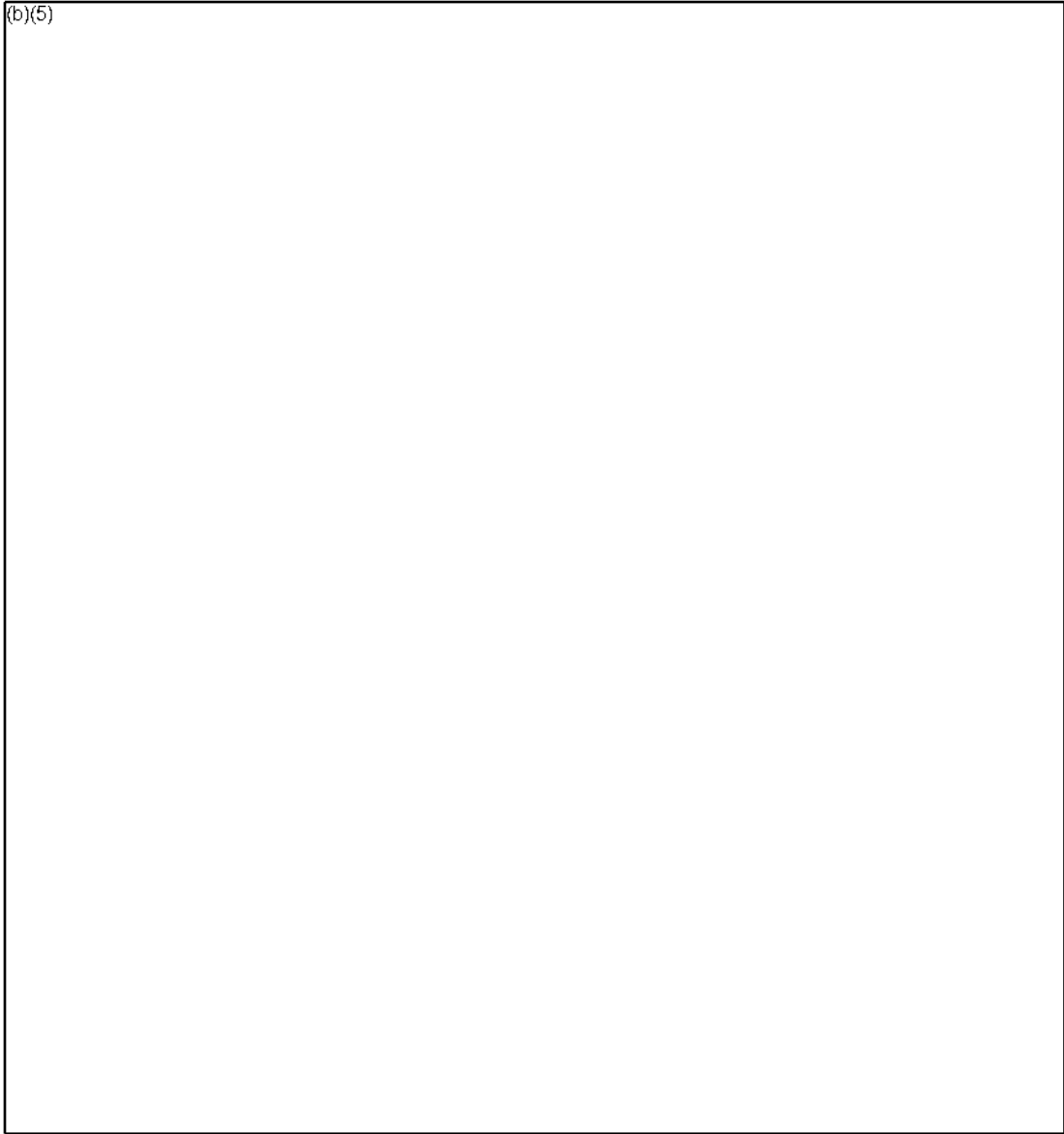
Sorry for the quick follow up here! Also wanted to send over (b)(5)

We recommend using these in the companion tweets, please let us know if you run into any issues with them.

Best,  
Grace

(b)(5)

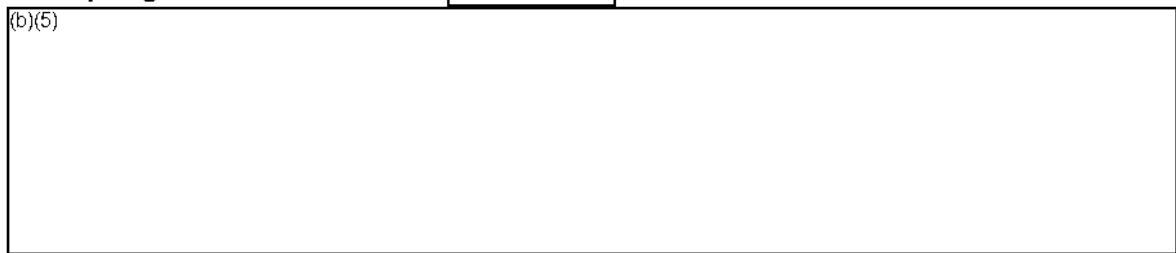
(b)(5)



On Fri, Mar 20, 2020 at 1:47 PM Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)> wrote:  
Hey Jay,

Attached is the final video file! Also wanted to bump up the instructions for tweeting:

**Add Spotlight Trend Media file to a** (b)(5)



**Add Companion Tweets to the campaign**

(b)(5)

Please let us know when you get the video (b)(5) and if you know what companion tweets you'd like to include!

Best,  
Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hey Jay,

The max characters for the description is 30 and (b)(5) is 32. With that, we will submit (b)(5)

On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 7:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi all – Just circling back to let you know (b)(5)

(b)(5) Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Thursday, March 19, 2020 11:50 AM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)

(b)(5) See below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)  
(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5)

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.

If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,  
Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have

(b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:33 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great- Yes, let's plan on a screen share some time tomorrow. (b)(5)

(b)(5) Thank you!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:00 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5) (b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!  
Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,  
Caitlin

On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

Hi Lauren & Caitlin – Thanks so much for sending this. (b)(5)

(b)(5) Is that date still available?

(b)(5)

I'll follow up as soon as I can, but please let me know (b)(5) is a good date to run the spotlight.

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

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Mobile: 404-910-8478

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**From:** Lauren Devoll <ldevoll@twitter.com>

**Sent:** Wednesday, March 18, 2020 12:09 PM

**To:** Caitlin Rush <crush@twitter.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <lttd0@cdc.gov>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the [Promoted Trend Spotlight](#).

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <crush@twitter.com> wrote:

Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.



Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,  
Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Lauren/Caitlin – can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 5:57 PM  
**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CELS/OD) <[lttd0@cdc.gov](mailto:lttd0@cdc.gov)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.

They've already provided a **\*\*rough\*\*** mockup (attached) of the direction we could potentially go using

(b)(5)

Of course, we defer to your expert knowledge and judgement here.

On Tue, Mar 17, 2020 at 5:36 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Jay,

Thanks so much for your time and quick work with us on this. To summarize, Twitter is offering the Promoted Trend Spotlight on Thursday, 3/19 (contingent on final availability) to the CDC on a pro bono basis.

As mentioned, next steps are:

(b)(5)

Let us know if you have any questions or need anything else to get sign off from your leadership team!

Thank you,  
Caitlin

On Tue, Mar 17, 2020 at 4:49 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:

Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

[Join Hangouts Meet](#)

[meet.google.com/wwe-yuuc-yrn](https://meet.google.com/wwe-yuuc-yrn)

Join by phone

+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Hi Lauren – Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

Mobile: 404-910-8478

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 4:08 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltld0@cdc.gov](mailto:ltld0@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltld0@cdc.gov](mailto:ltld0@cdc.gov)> wrote:  
Hi Lauren,

Thanks for understanding. I'm looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.

Thanks,  
Kat

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 4:04 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltld0@cdc.gov](mailto:ltld0@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred

(CDC/OD/OADC) <evp9@cdc.gov>

Cc: Twitter Government & Politics <gov@twitter.com>; Caitlin Rush <crush@twitter.com>

**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,  
LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <ldevoll@twitter.com> wrote:

Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis.**

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

--

Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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[@crush](#)

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@crush

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@gracewillo

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[@gracewillo](#)



**From:** Caitlin Rush  
**Sent:** Tue, 24 Mar 2020 14:58:34 -0400  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Grace Willoughby; Lauren Devoll  
**Subject:** Re: possible pro bono advertising available

Of course! We're grateful to be able to help, and glad to hear the team's happy with results!

Following up on something Lauren mentioned on the phone last week - we have another external partner looking to offer pro bono ad space to the CDC and they asked if we had a contact. Are you alright with us passing along your name and email?

Thanks!  
Caitlin

On Tue, Mar 24, 2020 at 1:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great! Thanks for sending. I shared the metrics I pulled from the analytics tab with our leadership here, and everyone was thrilled to see the viewership on the video. We really appreciate your help on this & hope we can work together again.

Best-

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

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**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Tuesday, March 24, 2020 1:05 PM  
**To:** Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay!

Hope you're staying well.

I wanted to particularly call out the 4.4X lift in mentions of #StayAtHome on the day of the trend, compared to the previous 7 day average. Especially impressive when we factor in the continued lift in #StayAtHome daily mentions - still 3.5X higher 3 days after the trend.

As Grace mentioned, let us know if you have any questions or if we can help with anything else.

Thanks,  
Caitlin

On Tue, Mar 24, 2020 at 12:52 PM Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)> wrote:

Hey Jay,

Hope you are doing well and staying healthy!

I wanted to pass along a quick wrap report I made for Saturday's trend, attached! Overall, we were extremely impressed with the results, but let us know if you have any questions.

Best,

Grace

On Sat, Mar 21, 2020 at 12:15 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Amazing! And no worries at all, that was on us!

Thanks for the work on your end when you've got so much going on. Excited to see this!

On Sat, Mar 21, 2020 at 12:01 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

The companion tweets are added now! Thanks for flagging that for me. Lots going on here, hate that I missed that part, but appreciate the follow-up.

Take care-  
Jay

**From:** Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Sent:** Friday, March 20, 2020 9:09 PM

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

**Cc:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>; Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Subject:** Re: possible pro bono advertising available

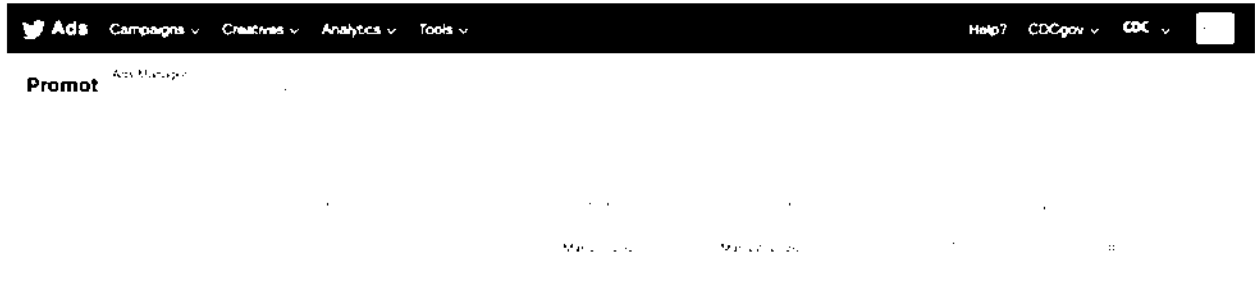
Hey Jay,

So sorry for the late Friday night email. Everything is all set from our side on the Promoted Trend Spotlight, however there was miscommunication regarding the Companion Tweets. We cannot add them from our end, however it is a quick and easy process to add them to the campaign. Please see below for step-by-step instructions. If you're able to add them tonight,

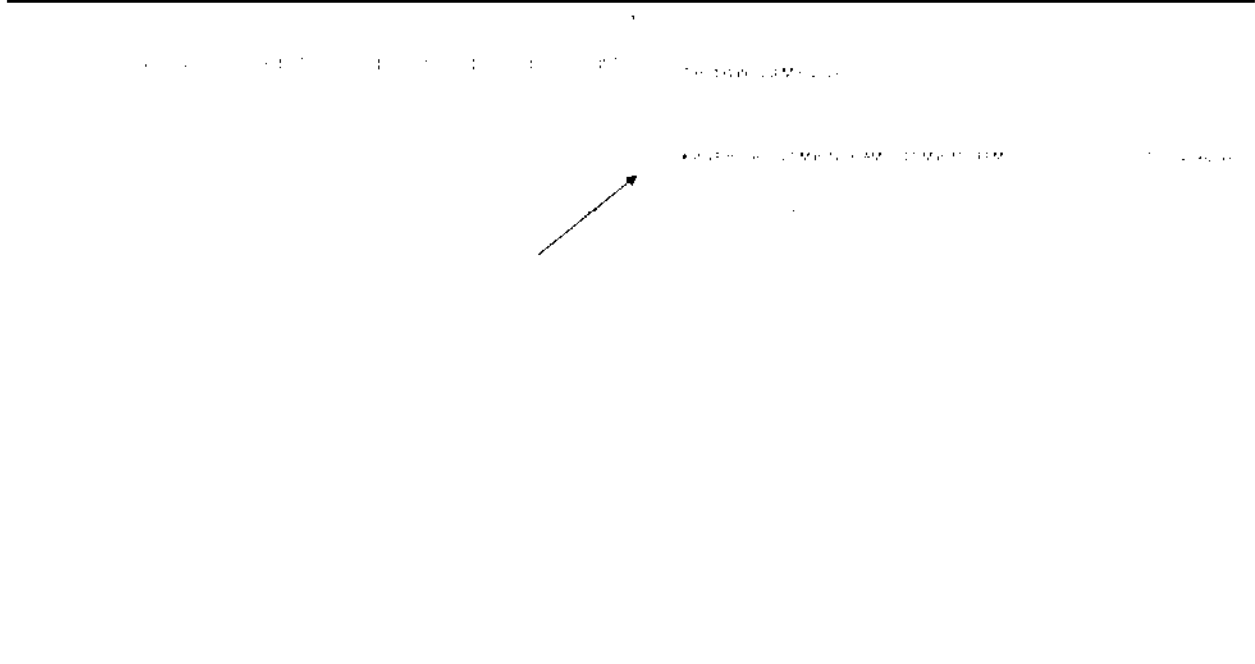
that's fantastic, however, (b)(5) (b)(5) Please let us know if you have any questions, or like to hop on a call or Google Hangout.

Below are the steps to add in the companion tweets:

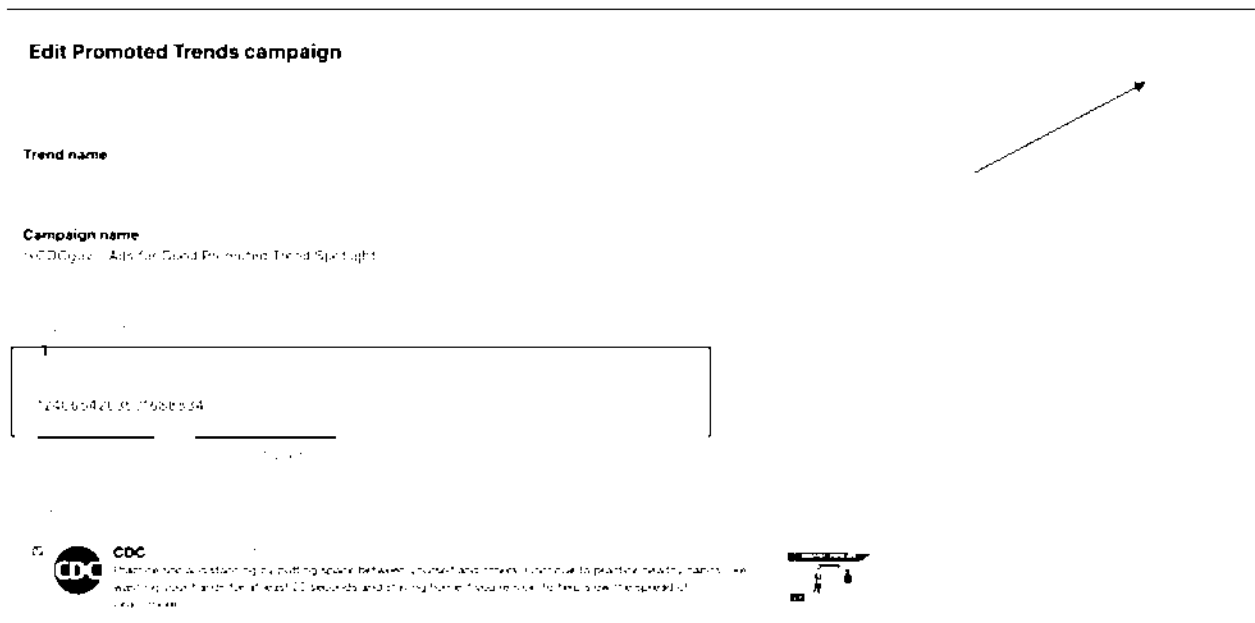
1. First go to ads manager and select the "Trends" dropdown under campaign and select the campaign



2. Click "Edit" in the selected campaign



3. The last step is to search for the correct tweet ID and click save.



Again, so sorry for the miscommunication from our side. Please let us know if you have any questions or run into any issues adding the tweets.

Best,

Grace

On Fri, Mar 20, 2020 at 5:49 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Sounds great! Thanks!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Friday, March 20, 2020 5:43 PM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Hey Jay!

You'll have access to metrics under the Campaigns > Trends tab Grace walked through yesterday, and we'll also provide metrics and insights!

Thank you again for the partnership!

Caitlin

On Fri, Mar 20, 2020 at 5:39 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Thank you all so much for reaching out! Looking forward to seeing the promo (b)(5)

Will I be able to pull metrics on my own or is that something you'll provide?

Thanks again!

Jay

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Friday, March 20, 2020 5:32 PM  
**To:** Grace Willoughby <gwilloughby@twitter.com>  
**Cc:** Caitlin Rush <crush@twitter.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: possible pro bono advertising available

Jay - we're thrilled to see this partnership come to life. Thank you for all the navigation work on your side. Stay well! 🙏

On Fri, Mar 20, 2020 at 5:06 PM Grace Willoughby <gwilloughby@twitter.com> wrote:

Thank you Jay! All set from our side, we will proceed with the two tweets you sent over!

On Fri, Mar 20, 2020 at 3:56 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

(b)(5)



Thanks!

Jay

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 1:48 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Attached is the final video file! Also wanted to bump up the instructions for tweeting:

**Add Spotlight Trend Media file to a** (b)(5)

(b)(5)

**Add Companion Tweets to the campaign**

(b)(5)

Please let us know when you get the video (b)(5) and if you know what companion tweets you'd like to include!



Best,

Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hey Jay,

The max characters for the description is 30 and (b)(5) is 32.  
With that, we will submit (b)(5)

On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Thursday, March 19, 2020 7:43 PM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi all – Just circling back to let you know (b)(5)  
(b)(5) Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:50 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)

(b)(5)

(b)(5) See below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

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Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

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(b)(5)

(b)(5)

(b)(5)

Jay

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Talk to you soon!

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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

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Mobile: 404-910-8478

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Keep us posted on how we can be most helpful!

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Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

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[meet.google.com/wwe-yuuc-yrn](https://meet.google.com/wwe-yuuc-yrn)

[Join by phone](#)

+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren – Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

Mobile: 404-910-8478

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 4:08 PM

**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)> wrote:

Hi Lauren,

Thanks for understanding. I'm looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.

Thanks,

Kat

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 4:04 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,

LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:

Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis**.

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

--

Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll

@TwitterGov | @Policy

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@TwitterGov | @Policy

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**@crush**

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Lauren Devoll

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[@crush](#)

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[@crush](#)

--

Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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[@crush](#)

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@gracewillo

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@crush

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@crush

**From:** Lauren Devoll  
**Sent:** Thu, 19 Mar 2020 12:40:23 -0400  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Caitlin Rush; Grace Willoughby  
**Subject:** Re: possible pro bono advertising available  
**Attachments:** download (8) (1).png

Hi Jay - thank you for the feedback. Will certainly make the changes on the order of content!

(b)(5)

On Thu, Mar 19, 2020 at 11:59 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great, thanks. One more bit of feedback (I don't want to send piecemeal, but also want to be considerate of turnaround time) from my reviewers:

(b)(5)

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:50 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
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+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren – Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

Mobile: 404-910-8478

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 4:08 PM

**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)> wrote:

Hi Lauren,

Thanks for understanding. I'm looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.

Thanks,

Kat

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 4:04 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,

LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:

Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis**.

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

--

Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll

@TwitterGov | @Policy

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Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

(b)(5)



(b)(5)

**From:** Grace Willoughby  
**Sent:** Tue, 24 Mar 2020 12:52:07 -0400  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Lauren Devoll;Caitlin Rush  
**Subject:** Re: possible pro bono advertising available  
**Attachments:** #StayAtHome.pdf

Hey Jay,

Hope you are doing well and staying healthy!

I wanted to pass along a quick wrap report I made for Saturday's trend, attached! Overall, we were extremely impressed with the results, but let us know if you have any questions.

Best,  
Grace

On Sat, Mar 21, 2020 at 12:15 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Amazing! And no worries at all, that was on us!

Thanks for the work on your end when you've got so much going on. Excited to see this!

On Sat, Mar 21, 2020 at 12:01 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

The companion tweets are added now! Thanks for flagging that for me. Lots going on here, hate that I missed that part, but appreciate the follow-up.

Take care-  
Jay

**From:** Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Sent:** Friday, March 20, 2020 9:09 PM

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

**Cc:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>; Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Hey Jay,

So sorry for the late Friday night email. Everything is all set from our side on the Promoted Trend Spotlight, however there was miscommunication regarding the Companion Tweets. We cannot add them from our end, however it is a quick and easy process to add them to the campaign. Please see below for step-by-step instructions. If you're able to add them tonight, that's fantastic, however, (b)(5)

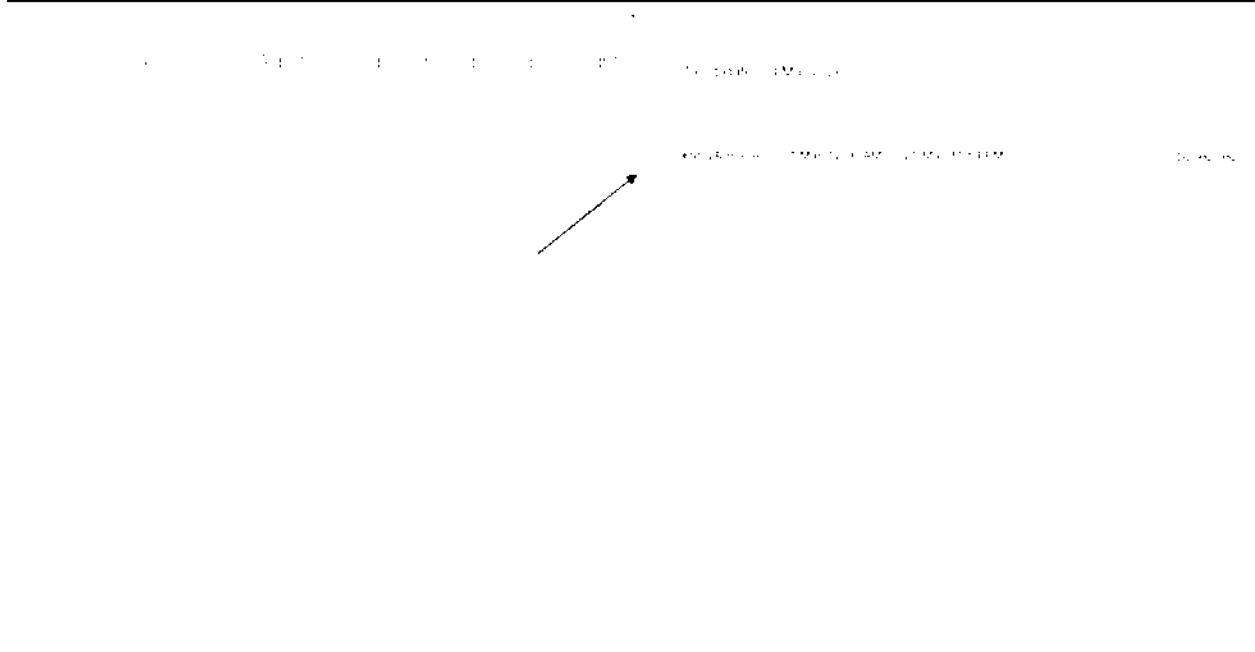
(b)(5) Please let us know if you have any questions, or like to hop on a call or Google Hangout.

Below are the steps to add in the companion tweets:

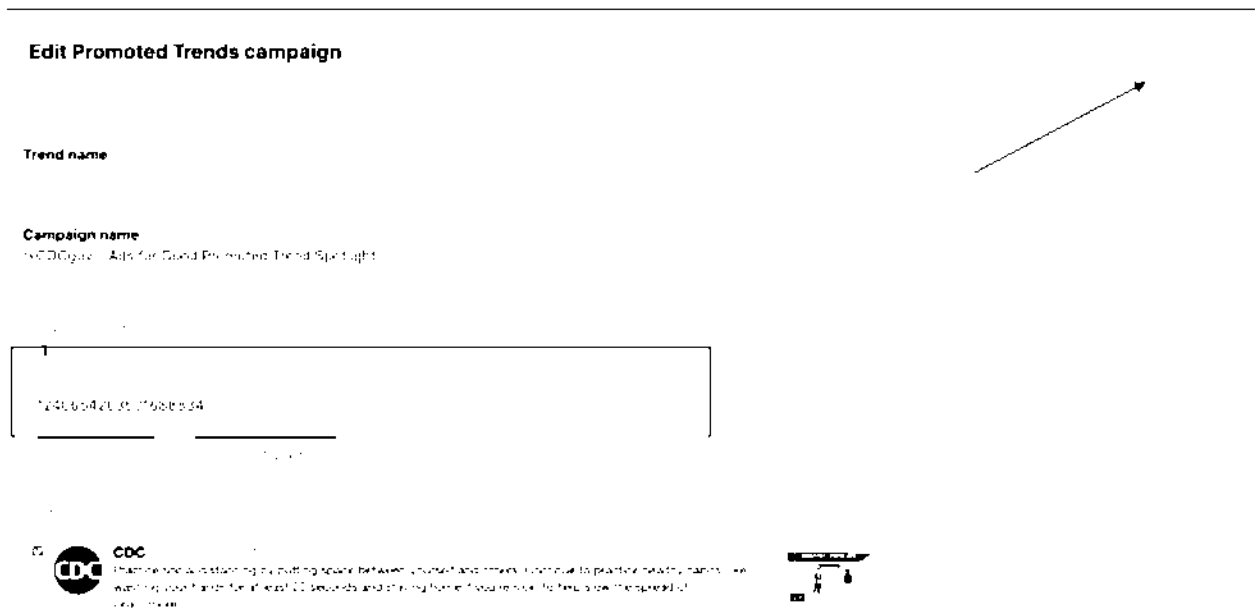
1. First go to ads manager and select the "Trends" dropdown under campaign and select the campaign



2. Click "Edit" in the selected campaign



3. The last step is to search for the correct tweet ID and click save.



Again, so sorry for the miscommunication from our side. Please let us know if you have any questions or run into any issues adding the tweets.

Best,

Grace

On Fri, Mar 20, 2020 at 5:49 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Sounds great! Thanks!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Friday, March 20, 2020 5:43 PM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Hey Jay!

You'll have access to metrics under the Campaigns > Trends tab Grace walked through yesterday, and we'll also provide metrics and insights!

Thank you again for the partnership!

Caitlin

On Fri, Mar 20, 2020 at 5:39 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Thank you all so much for reaching out! Looking forward to seeing the promo (b)(5)

Will I be able to pull metrics on my own or is that something you'll provide?

Thanks again!

Jay

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Friday, March 20, 2020 5:32 PM  
**To:** Grace Willoughby <gwilloughby@twitter.com>  
**Cc:** Caitlin Rush <crush@twitter.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: possible pro bono advertising available

Jay - we're thrilled to see this partnership come to life. Thank you for all the navigation work on your side. Stay well! 🙏

On Fri, Mar 20, 2020 at 5:06 PM Grace Willoughby <gwilloughby@twitter.com> wrote:

Thank you Jay! All set from our side, we will proceed with the two tweets you sent over!

On Fri, Mar 20, 2020 at 3:56 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

(b)(5)





Thanks!

Jay

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 1:48 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Attached is the final video file! Also wanted to bump up the instructions for tweeting:

**Add Spotlight Trend Media file to a**

(b)(5)

**Add Companion Tweets to the campaign**

(b)(5)

Please let us know when you get the video  and if you know what companion tweets you'd like to include!

Best,

Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hey Jay,

The max characters for the description is 30 and (b)(5) is 32.  
With that, we will submit (b)(5)

On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Thursday, March 19, 2020 7:43 PM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi all – Just circling back to let you know (b)(5)

(b)(5) Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:50 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)

(b)(5)

(b)(5) See below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)  
(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5)

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.

If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,

Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have (b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:33 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great- Yes, let's plan on a screen share some time tomorrow. (b)(5)

(b)(5) Thank you!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Wednesday, March 18, 2020 6:00 PM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC)

<[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!

Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,

Caitlin

On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren & Caitlin Thanks so much for sending this. (b)(5)

(b)(5) Is that date still available?

(b)(5)

I'll follow up as soon as I can, but please let me know (b)(5) is a good date to run the spotlight.

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

TELEWORKING

Mobile: 404-910-8478

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**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Wednesday, March 18, 2020 12:09 PM  
**To:** Caitlin Rush <crush@twitter.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <ltd0@cdc.gov>  
**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the Promoted Trend Spotlight.

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <crush@twitter.com> wrote:

Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,

Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Lauren/Caitlin can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 5:57 PM

**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC)

<KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <ltd0@cdc.gov>  
**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.

They've already provided a **\*\*rough\*\*** mockup (attached) of the direction we could potentially go using (b)(5)

(b)(5)

Of course, we defer to your expert knowledge and judgement here.

On Tue, Mar 17, 2020 at 5:36 PM Caitlin Rush <crush@twitter.com> wrote:

Hi Jay,

Thanks so much for your time and quick work with us on this. To summarize, Twitter is offering the Promoted Trend Spotlight on Thursday, 3/19 (contingent on final availability) to the CDC on a pro bono basis.

As mentioned, next steps are:

(b)(5)

(b)(5)

Let us know if you have any questions or need anything else to get sign off from your leadership team!

Thank you,

Caitlin

On Tue, Mar 17, 2020 at 4:49 PM Lauren Devoll <[ldcvoll@twitter.com](mailto:ldcvoll@twitter.com)> wrote:

Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

[Join Hangouts Meet](#)

[meet.google.com/wwe-yuuc-yrn](https://meet.google.com/wwe-yuuc-yrn)

[Join by phone](#)

+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren – Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

Mobile: 404-910-8478

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 4:08 PM

**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)> wrote:

Hi Lauren,

Thanks for understanding. I'm looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.

Thanks,

Kat

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 4:04 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,

LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:

Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis**.

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

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Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll

@TwitterGov | @Policy

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Lauren Devoll

@TwitterGov | @Policy

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**@crush**

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Lauren Devoll

@TwitterGov | @Policy

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[@crush](#)

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[@crush](#)

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Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

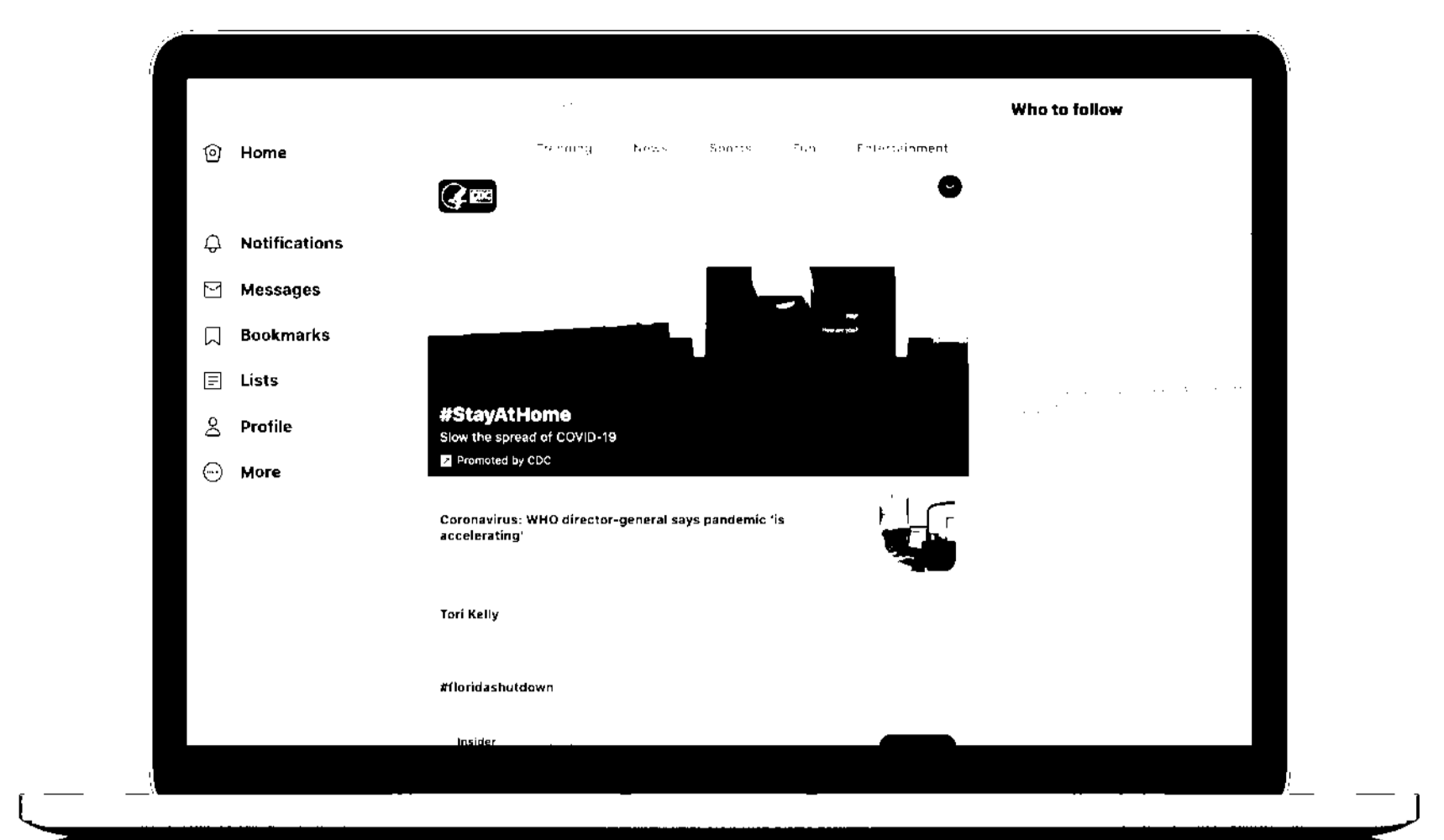
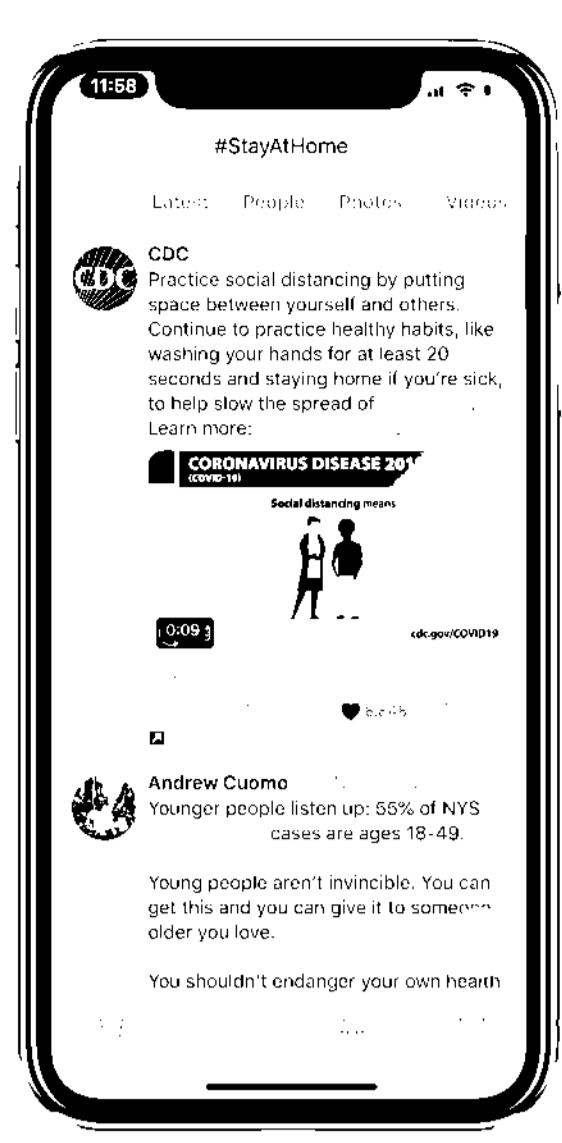
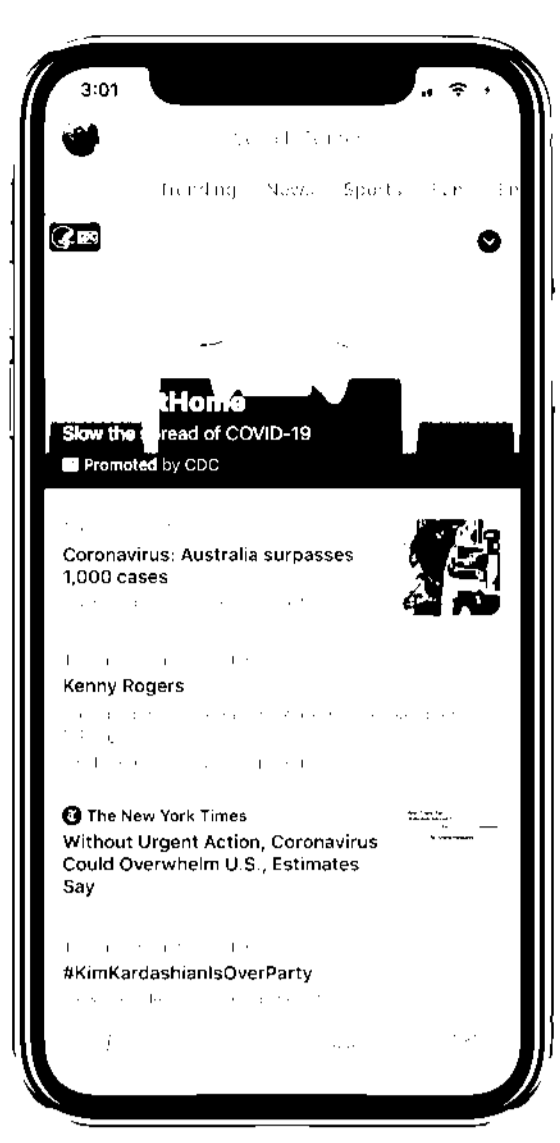
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[@crush](#)

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[@gracewillo](#)





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#StayAtHome



#StayAtHome

#StayAtHome

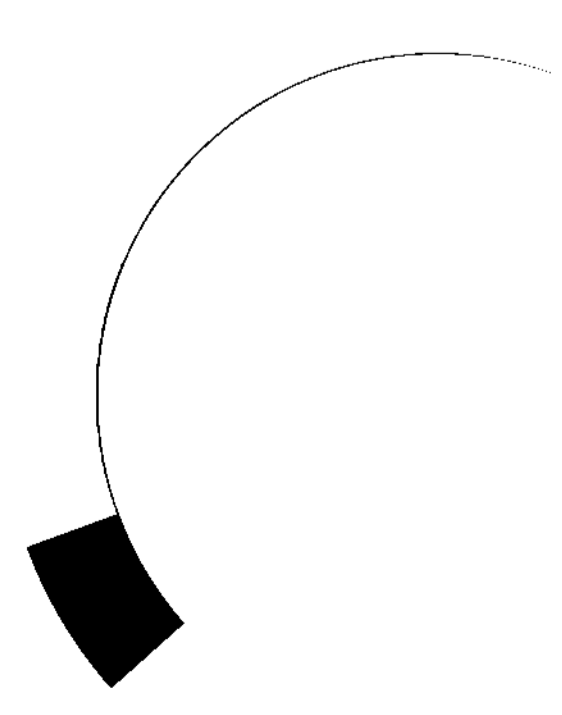
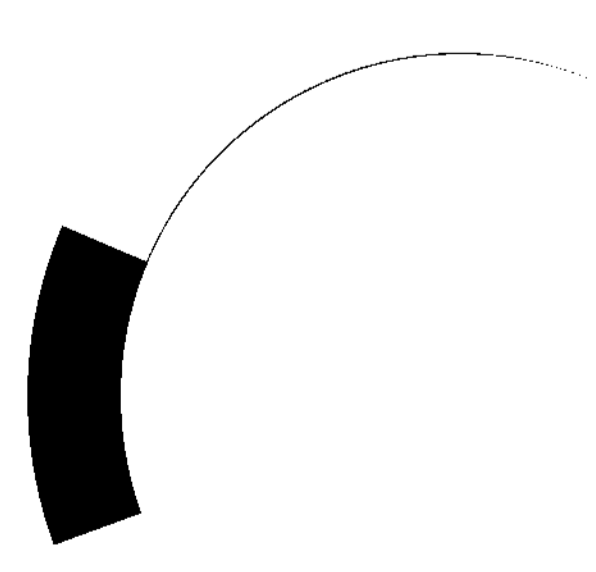
*Blah Blah*



#StayAtHome

isid  
? #StayAtHome

in 3



**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Tue, 24 Mar 2020 19:01:55 +0000  
**To:** Caitlin Rush  
**Cc:** Grace Willoughby; Lauren Devoll  
**Subject:** RE: possible pro bono advertising available

Yes, great! Please send to me and Carol Crawford.

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Tuesday, March 24, 2020 2:59 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Grace Willoughby <gwilloughby@twitter.com>; Lauren Devoll <ldevoll@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Of course! We're grateful to be able to help, and glad to hear the team's happy with results!

Following up on something Lauren mentioned on the phone last week - we have another external partner looking to offer pro bono ad space to the CDC and they asked if we had a contact. Are you alright with us passing along your name and email?

Thanks!  
Caitlin

On Tue, Mar 24, 2020 at 1:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great! Thanks for sending. I shared the metrics I pulled from the analytics tab with our leadership here, and everyone was thrilled to see the viewership on the video. We really appreciate your help on this & hope we can work together again.

Best-

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

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**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Tuesday, March 24, 2020 1:05 PM  
**To:** Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay!

Hope you're staying well.

I wanted to particularly call out the 4.4X lift in mentions of #StayAtHome on the day of the trend, compared to the previous 7 day average. Especially impressive when we factor in the continued lift in #StayAtHome daily mentions - still 3.5X higher 3 days after the trend.

As Grace mentioned, let us know if you have any questions or if we can help with anything else.

Thanks,  
Caitlin

On Tue, Mar 24, 2020 at 12:52 PM Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)> wrote:  
Hey Jay,

Hope you are doing well and staying healthy!

I wanted to pass along a quick wrap report I made for Saturday's trend, attached! Overall, we were extremely impressed with the results, but let us know if you have any questions.

Best,  
Grace

On Sat, Mar 21, 2020 at 12:15 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Amazing! And no worries at all, that was on us!

Thanks for the work on your end when you've got so much going on. Excited to see this!

On Sat, Mar 21, 2020 at 12:01 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
The companion tweets are added now! Thanks for flagging that for me. Lots going on here, hate that I missed that part, but appreciate the follow-up.

Take care-  
Jay

**From:** Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Sent:** Friday, March 20, 2020 9:09 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>; Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

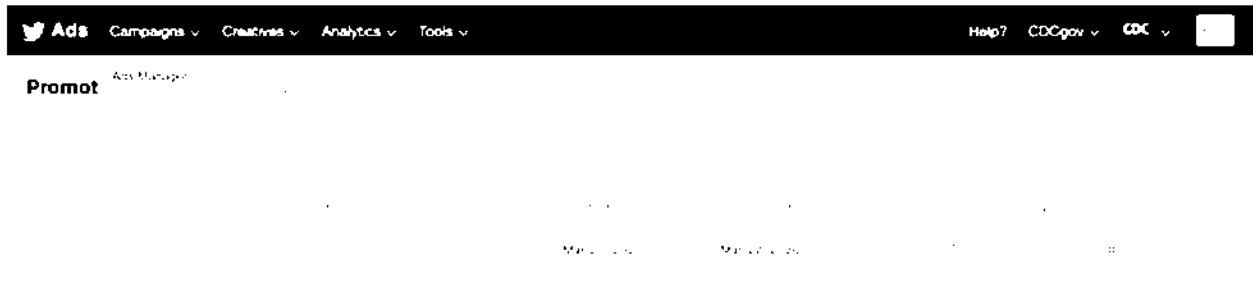
So sorry for the late Friday night email. Everything is all set from our side on the Promoted Trend Spotlight, however there was miscommunication regarding the Companion Tweets. We cannot add them from our end, however it is a quick and easy process to add them to the campaign. Please see below for step-by-step instructions. If you're able to add them tonight, that's fantastic, however, the

(b)(5)

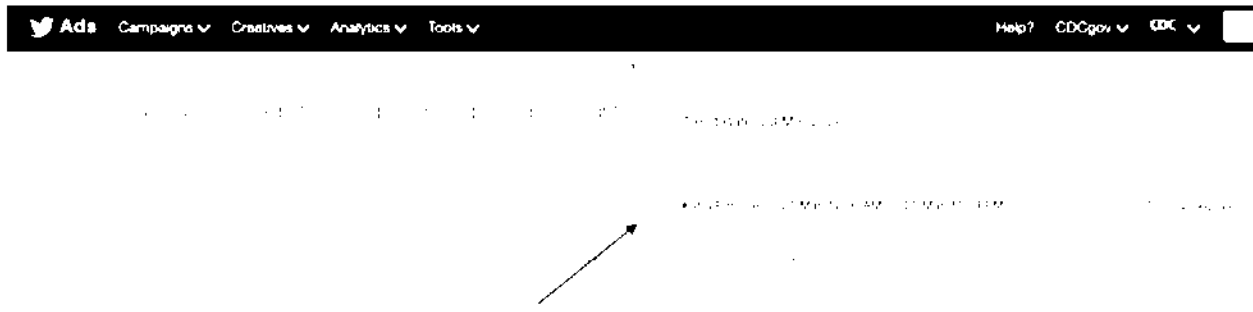
(b)(5) Please let us know if you have any questions, or like to hop on a call or Google Hangout.

Below are the steps to add in the companion tweets:

1. First go to ads manager and select the "Trends" dropdown under campaign and select the campaign



2. Click "Edit" in the selected campaign



3. The last step is to search for the correct tweet ID and click save.

---

**Edit Promoted Trends campaign**

Trend name

Campaign name

1x CDC Org. Ads for Good Promoted Trend Spotlight

1245604212517500034

1x



Thank you for assisting in putting people between churches and mosques, continue to practice healthy habits. We want to post this for at least 30 seconds and at least 1000 people to help slow the spread of COVID-19.



Again, so sorry for the miscommunication from our side. Please let us know if you have any questions or run into any issues adding the tweets.

Best,  
Grace

On Fri, Mar 20, 2020 at 5:49 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Sounds great! Thanks!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Friday, March 20, 2020 5:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hey Jay!

You'll have access to metrics under the Campaigns > Trends tab Grace walked through yesterday, and we'll also provide metrics and insights!

Thank you again for the partnership!

Caitlin

On Fri, Mar 20, 2020 at 5:39 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Thank you all so much for reaching out! Looking forward to seeing the promo (b)(5)

Will I be able to pull metrics on my own or is that something you'll provide?

Thanks again!

Jay

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Friday, March 20, 2020 5:32 PM  
**To:** Grace Willoughby <gwilloughby@twitter.com>  
**Cc:** Caitlin Rush <crush@twitter.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: possible pro bono advertising available

Jay - we're thrilled to see this partnership come to life. Thank you for all the navigation work on your side. Stay well! ☐

On Fri, Mar 20, 2020 at 5:06 PM Grace Willoughby <gwilloughby@twitter.com> wrote:  
Thank you Jay! All set from our side, we will proceed with the two tweets you sent over!

On Fri, Mar 20, 2020 at 3:56 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

(b)(5)

Thanks!  
Jay

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 1:48 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Attached is the final video file! Also wanted to bump up the instructions for tweeting:

**Add Spotlight Trend Media file to a** (b)(5)

(b)(5)



(b)(5)

**Add Companion Tweets to the campaign**

(b)(5)

Please let us know when you get the video (b)(6) and if you know what companion tweets you'd like to include!

Best,  
Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hey Jay,

The max characters for the description is 30 and (b)(5) is 32. With that, we will submit (b)(5)

On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 7:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Hi all – Just circling back to let you know we're cleared on my end regarding the hashtag and call to action! Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:50 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)  
(b)(5) See  
below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)

(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5) e

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.

If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,  
Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have

(b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:33 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great- Yes, let's plan on a screen share some time tomorrow. (b)(5)

(b)(5) Thank you!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:00 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5) (b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!  
Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,  
Caitlin

On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren & Caitlin – Thanks so much for sending this. (b)(5)

(b)(5) Is that date still available?

I like the concept you sent over. We are still developing some concept ideas on our end. Thanks for your patience as we route this through on our end.

I'll follow up as soon as I can, but please let me know if (b)(5) is a good date to run the spotlight.

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

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Mobile: 404-910-8478

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Wednesday, March 18, 2020 12:09 PM

**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[lt0@cdc.gov](mailto:lt0@cdc.gov)>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the [Promoted Trend Spotlight](#).

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,  
Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Lauren/Caitlin – can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 5:57 PM

**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat)

(CDC/DDPHSS/CSELS/OD) <lttd0@cdc.gov>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.

They've already provided a **\*\*rough\*\*** mockup (attached) of the direction we could potentially go using

(b)(5)

Of course, we defer to your expert knowledge and judgement here.

On Tue, Mar 17, 2020 at 5:36 PM Caitlin Rush <crush@twitter.com> wrote:

Hi Jay,

Thanks so much for your time and quick work with us on this. To summarize, Twitter is offering the Promoted Trend Spotlight on Thursday, 3/19 (contingent on final availability) to the CDC on a pro bono basis.

As mentioned, next steps are:

(b)(5)

- Any time except 11:30am-12pm is good here, but we can make that work if that's your best availability!

Let us know if you have any questions or need anything else to get sign off from your leadership team!

Thank you,

Caitlin

On Tue, Mar 17, 2020 at 4:49 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:  
Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

[Join Hangouts Meet](#)  
[meet.google.com/wwe-yuuc-yrn](https://meet.google.com/wwe-yuuc-yrn)

[Join by phone](#)  
+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Hi Lauren – Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 4:08 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)> wrote:  
Hi Lauren,

Thanks for understanding. I'm looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.



Thanks,  
Kat

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 4:04 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltld0@cdc.gov](mailto:ltld0@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,  
LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:  
Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis**.

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

--

Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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[@crush](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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[@crush](#)

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[@crush](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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[@crush](#)

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[@gracewillo](#)

--

[@crush](#)

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[@crush](#)

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Sat, 21 Mar 2020 01:23:28 +0000  
**To:** Grace Willoughby  
**Cc:** Caitlin Rush; Lauren Devoll  
**Subject:** Re: possible pro bono advertising available

Ok thanks! Offline at the moment but will add the tweets as soon as I can get back online.  
Thanks!

Get [Outlook for iOS](#)

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 9:08:40 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Caitlin Rush <crush@twitter.com>; Lauren Devoll <ldevoll@twitter.com>  
**Subject:** Re: possible pro bono advertising available

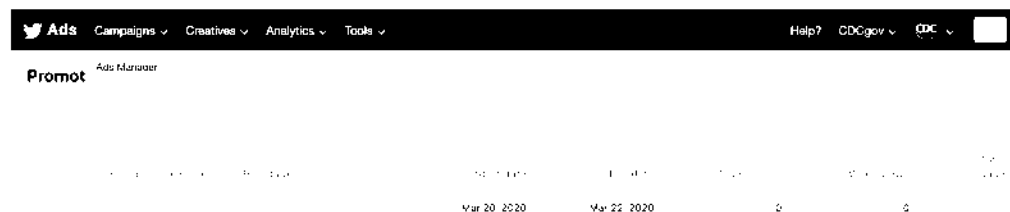
Hey Jay,

So sorry for the late Friday night email. Everything is all set from our side on the Promoted Trend Spotlight, however there was miscommunication regarding the Companion Tweets. We cannot add them from our end, however it is a quick and easy process to add them to the campaign. Please see below for step-by-step instructions. If you're able to add them tonight, that's fantastic, however, (b)(5)

(b)(5) Please let us know if you have any questions, or like to hop on a call or Google Hangout.

Below are the steps to add in the companion tweets:

1. First go to ads manager and select the "Trends" dropdown under campaign and select the campaign



2. Click "Edit" in the selected campaign

@CDCgov - Ads for Good Promoted Trend Spotlight

Trend date: 20 Mar 2020

Payment: 21 Mar 12:00 AM 21 Mar 11:58 PM 0 Scheduled

3. The last step is to search for the correct tweet ID and click save.

Edit Promoted Trends campaign

Trend name

Campaign name

@CDCgov - Ads for Good Promoted Trend Spotlight

Twitter ID

1

124065426350168834

0:00

Original Tweet

6



Practice social distancing by putting space between yourself and others. Continue to practice healthy habits, like washing your hands for at least 20 seconds and staying home if you're sick. To help slow the spread of... Learn more



Again, so sorry for the miscommunication from our side. Please let us know if you have any questions or run into any issues adding the tweets.

Best,  
Grace

On Fri, Mar 20, 2020 at 5:49 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

Sounds great! Thanks!

From: Caitlin Rush <crush@twitter.com>

Sent: Friday, March 20, 2020 5:43 PM

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

**Cc:** Lauren Devoll <ldevoll@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay!

You'll have access to metrics under the Campaigns > Trends tab Grace walked through yesterday, and we'll also provide metrics and insights!

Thank you again for the partnership!

Caitlin

On Fri, Mar 20, 2020 at 5:39 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

Thank you all so much for reaching out! Looking forward to seeing the promo (b)(5)

Will I be able to pull metrics on my own or is that something you'll provide?

Thanks again!

Jay

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Friday, March 20, 2020 5:32 PM  
**To:** Grace Willoughby <gwilloughby@twitter.com>  
**Cc:** Caitlin Rush <crush@twitter.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: possible pro bono advertising available

Jay - we're thrilled to see this partnership come to life. Thank you for all the navigation work on your side. Stay well! 🙏

On Fri, Mar 20, 2020 at 5:06 PM Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)> wrote:

Thank you Jay! All set from our side, we will proceed with the two tweets you sent over!

On Fri, Mar 20, 2020 at 3:56 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

(b)(5)



Thanks!

Jay

**From:** Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Sent:** Friday, March 20, 2020 1:48 PM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Hey Jay,

Attached is the final video file! Also wanted to bump up the instructions for tweeting:

**Add Spotlight Trend Media file to a** (b)(5)

(b)(5)

**Add Companion Tweets to the campaign**

(b)(5)

Please let us know when you get the video of (b)(5) and if you know what companion tweets you'd like to include!

Best,

Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hey Jay,

The max characters for the description is 30 and (b)(5) is 32.  
With that, we will submit (b)(5)



On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 7:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi all – Just circling back to let you know (b)(5)

(b)(5) Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Thursday, March 19, 2020 11:50 AM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)

(b)(5)

(b)(5) See below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)

(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5)

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.

If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,

Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have (b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:33 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great- Yes, let's plan on a screen share some time tomorrow. (b)(5)

(b)(5) Thank you!

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Wednesday, March 18, 2020 6:00 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Twitter Government & Politics <gov@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!  
Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <crush@twitter.com> wrote:

Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,  
Caitlin

On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren & Caitlin Thanks so much for sending this. (b)(5)

(b)(5) Is that date still available?

I like the concept you sent over. We are still developing some concept ideas on our end. Thanks for your patience as we route this through on our end.

I'll follow up as soon as I can, but please let me know if (b)(5) is a good date to run the spotlight.

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

TELEWORKING

Mobile: 404-910-8478

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Join us on [Facebook](#)

**From:** Lauren Devoll <[ldcvoll@twitter.com](mailto:ldcvoll@twitter.com)>

**Sent:** Wednesday, March 18, 2020 12:09 PM

**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the Promoted Trend Spotlight.

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin



On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,

Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Lauren/Caitlin can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 5:57 PM

**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.

They've already provided a **\*\*rough\*\*** mockup (attached) of the direction we could potentially go using (b)(5)

(b)(5)

Of course, we defer to your expert knowledge and judgement here.

On Tue, Mar 17, 2020 at 5:36 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Jay,

Thanks so much for your time and quick work with us on this. To summarize, Twitter is offering the Promoted Trend Spotlight on Thursday, 3/19 (contingent on final availability) to the CDC on a pro bono basis.

As mentioned, next steps are:

(b)(5)

(b)(5)

Let us know if you have any questions or need anything else to get sign off from your leadership team!

Thank you,

Caitlin

On Tue, Mar 17, 2020 at 4:49 PM Lauren Devoll <[ldcvoll@twitter.com](mailto:ldcvoll@twitter.com)> wrote:

Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

[Join Hangouts Meet](#)

[meet.google.com/ww-e-yuuc-yrn](https://meet.google.com/ww-e-yuuc-yrn)

[Join by phone](#)

+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

Mobile: 404-910-8478

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Join us on [Facebook](#)

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 4:08 PM

**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y.

(CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>;

Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics

<[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)> wrote:

Hi Lauren,

Thanks for understanding. I'm looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.

Thanks,

Kat

**From:** Lauren Devoll <ldevoll@twitter.com>

**Sent:** Tuesday, March 17, 2020 4:04 PM

**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <ltd0@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>

**Cc:** Twitter Government & Politics <gov@twitter.com>; Caitlin Rush <crush@twitter.com>

**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,

LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <ldevoll@twitter.com> wrote:

Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis**.

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

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Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll

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[@crush](#)

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@gracewillo

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Sat, 21 Mar 2020 04:01:44 +0000  
**To:** Grace Willoughby  
**Cc:** Caitlin Rush; Lauren Devoll  
**Subject:** RE: possible pro bono advertising available

The companion tweets are added now! Thanks for flagging that for me. Lots going on here, hate that I missed that part, but appreciate the follow-up.

Take care-  
Jay

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 9:09 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Caitlin Rush <crush@twitter.com>; Lauren Devoll <ldevoll@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

So sorry for the late Friday night email. Everything is all set from our side on the Promoted Trend Spotlight, however there was miscommunication regarding the Companion Tweets. We cannot add them from our end, however it is a quick and easy process to add them to the campaign. Please see below for step-by-step instructions. If you're able to add them tonight, that's fantastic, however, (b)(5)

(b)(5) Please let us know if you have any questions, or like to hop on a call or Google Hangout.

Below are the steps to add in the companion tweets:

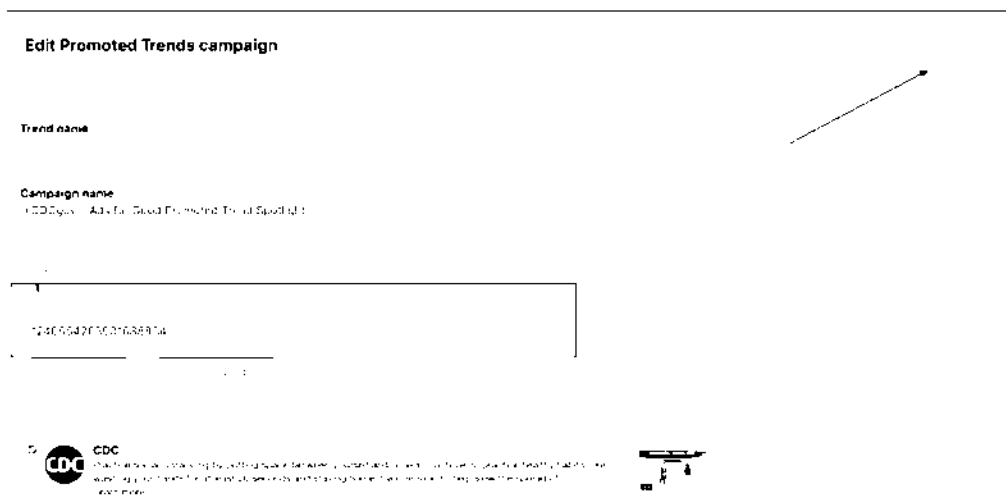
1. First go to ads manager and select the "Trends" dropdown under campaign and select the campaign



2. Click "Edit" in the selected campaign



3. The last step is to search for the correct tweet ID and click save.



Again, so sorry for the miscommunication from our side. Please let us know if you have any questions or run into any issues adding the tweets.

Best,  
Grace

On Fri, Mar 20, 2020 at 5:49 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Sounds great! Thanks!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Friday, March 20, 2020 5:43 PM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hey Jay!

You'll have access to metrics under the Campaigns > Trends tab Grace walked through yesterday, and we'll also provide metrics and insights!

Thank you again for the partnership!

Caitlin

On Fri, Mar 20, 2020 at 5:39 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Thank you all so much for reaching out! Looking forward to seeing the promo (b)(5)

Will I be able to pull metrics on my own or is that something you'll provide?

Thanks again!

Jay

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Friday, March 20, 2020 5:32 PM  
**To:** Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Cc:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Subject:** Re: possible pro bono advertising available

Jay - we're thrilled to see this partnership come to life. Thank you for all the navigation work on your side. Stay well! ☐

On Fri, Mar 20, 2020 at 5:06 PM Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)> wrote:  
Thank you Jay! All set from our side, we will proceed with the two tweets you sent over!

On Fri, Mar 20, 2020 at 3:56 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

(b)(5)

Thanks!  
Jay

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 1:48 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Attached is the final video file! Also wanted to bump up the instructions for tweeting:

**Add Spotlight Trend Media file to a** (b)(5)

(b)(5)

**Add Companion Tweets to the campaign**

(b)(5)

Please let us know when you get the video (b)(5) and if you know what companion tweets you'd like to include!

Best,  
Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <crush@twitter.com> wrote:  
Hey Jay,

The max characters for the description is 30 and (b)(5) is 32.  
With that, we will submit (b)(5)

On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:



Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Thursday, March 19, 2020 7:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Hi all – Just circling back to let you know (b)(5)

(b)(5) Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Thursday, March 19, 2020 11:50 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)

(b)(5)

(b)(5) See below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)

(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5)

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>

**Cc:** Lauren Devoll <ldevoll@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.

If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,  
Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <crush@twitter.com> wrote:  
Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have (b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Wednesday, March 18, 2020 6:33 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Wednesday, March 18, 2020 6:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Cc:** Lauren Devoll <ldevoll@twitter.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>

**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Great- Yes, let's plan on a screen share some time tomorrow. (b)(5)

(b)(5) Thank you!

**From:** Caitlin Rush <crush@twitter.com>

**Sent:** Wednesday, March 18, 2020 6:00 PM

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

**Cc:** Lauren Devoll <ldevoll@twitter.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Twitter Government & Politics <gov@twitter.com>

**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!

Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <crush@twitter.com> wrote:

Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,

Caitlin

On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Hi Lauren & Caitlin – Thanks so much for sending this. (b)(5)

(b)(5) Is that date still available?

(b)(5)

I'll follow up as soon as I can, but please let me know if (b)(5) is a good date to run the spotlight.

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

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Wednesday, March 18, 2020 12:09 PM

**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the [Promoted Trend Spotlight](#).

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?

- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,  
Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Lauren/Caitlin can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 5:57 PM  
**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[lt0@cdc.gov](mailto:lt0@cdc.gov)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.

They've already provided a **\*\*rough\*\*** mockup (attached) of the direction we could potentially go using (b)(5)

(b)(5)

Of course, we defer to your expert knowledge and judgement here.

On Tue, Mar 17, 2020 at 5:36 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Jay,

Thanks so much for your time and quick work with us on this. To summarize, Twitter is offering the Promoted Trend Spotlight on Thursday, 3/19 (contingent on final availability) to the CDC on a pro bono basis.

As mentioned, next steps are:

(b)(5)

Let us know if you have any questions or need anything else to get sign off from your leadership team!

Thank you,  
Caitlin

On Tue, Mar 17, 2020 at 4:49 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:

Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

[Join Hangouts Meet](#)

[meet.google.com/wwe-yuuc-yrn](https://meet.google.com/wwe-yuuc-yrn)

[Join by phone](#)

+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Hi Lauren – Thanks for reaching out! Yes, I’m available to chat anytime this afternoon. My number is below if you’d like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

Mobile: 404-910-8478

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Tuesday, March 17, 2020 4:08 PM

**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltld0@cdc.gov](mailto:ltld0@cdc.gov)>

**Cc:** Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltld0@cdc.gov](mailto:ltld0@cdc.gov)> wrote:

Hi Lauren,

Thanks for understanding. I’m looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.

Thanks,



Kat

**From:** Lauren Devoll <ldevoll@twitter.com>

**Sent:** Tuesday, March 17, 2020 4:04 PM

**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <ltld0@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Cc:** Twitter Government & Politics <gov@twitter.com>; Caitlin Rush <crush@twitter.com>

**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,  
LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <ldevoll@twitter.com> wrote:  
Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis**.

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

--

Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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Lauren Devoll  
[@TwitterGov](#) | [@Policy](#)

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[@crush](#)

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[@gracewillo](#)



**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Thu, 19 Mar 2020 16:50:24 +0000  
**To:** Lauren Devoll  
**Cc:** Caitlin Rush; Grace Willoughby  
**Subject:** RE: possible pro bono advertising available

Fine with me re: look of characters... thanks!

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Thursday, March 19, 2020 12:40 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Caitlin Rush <crush@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hi Jay - thank you for the feedback. Will certainly make the changes on the order of content!

(b)(5)

On Thu, Mar 19, 2020 at 11:59 AM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Great, thanks. One more bit of feedback (I don't want to send piecemeal, but also want to be considerate of turnaround time) from my reviewers:

(b)(5)

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Thursday, March 19, 2020 11:50 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)

(b)(5)

See

below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)

(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5)

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.



If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,  
Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have

(b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:33 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
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**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great- Yes, let's plan on a screen share some time tomorrow.

(b)(5)

(b)(5)

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**Sent:** Wednesday, March 18, 2020 6:00 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Twitter Government & Politics <gov@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5) (b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!  
Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <crush@twitter.com> wrote:  
Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,  
Caitlin

On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

Hi Lauren & Caitlin – Thanks so much for sending this. (b)(5) (b)(5) Is that date still available?

(b)(5)


I'll follow up as soon as I can, but please let me know if (b)(5) is a good date to run the spotlight.

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

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**From:** Lauren Devoll <ldevoll@twitter.com>

**Sent:** Wednesday, March 18, 2020 12:09 PM

**To:** Caitlin Rush <crush@twitter.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <lttd0@cdc.gov>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the [Promoted Trend Spotlight](#).

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <crush@twitter.com> wrote:  
Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <crush@twitter.com> wrote:  
Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,  
Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
Lauren/Caitlin – can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Tuesday, March 17, 2020 5:57 PM  
**To:** Caitlin Rush <crush@twitter.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <lt0@cdc.gov>  
**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.

They've already provided a **\*\*rough\*\*** mockup (attached) of the direction we could potentially go using

(b)(5)

Of course, we defer to your expert knowledge and judgement here.

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As mentioned, next steps are:

(b)(5)

(b)(5)

Let us know if you have any questions or need anything else to get sign off from your leadership team!

Thank you,  
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Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

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[meet.google.com/wwe-yuuc-yrn](https://meet.google.com/wwe-yuuc-yrn)

[Join by phone](#)  
+1 413-752-0960 PIN: 400 179#

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Hi Lauren – Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

Thanks!

Jay H. Dempsey, M.Ed.  
Social Media Team Lead, Digital Media Branch, Division of Public Affairs  
Office of the Associate Director for Communication,  
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Mobile: 404-910-8478  
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Thanks,  
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Good afternoon -

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Let me know when you can,  
LD

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**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

--

Lauren Devoll  
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Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

**From:** Dempsey, Jay H. (CDC/OD/OADC)  
**Sent:** Fri, 20 Mar 2020 18:31:47 +0000  
**To:** Grace Willoughby  
**Cc:** Lauren Devoll;Caitlin Rush  
**Subject:** RE: possible pro bono advertising available

Thanks! Confirming receipt of these and the mp4. Will get to work soon on setting this up via the process we walked through yesterday, and I'll let you know when done.

Jay

**From:** Grace Willoughby <gwilloughby@twitter.com>  
**Sent:** Friday, March 20, 2020 2:23 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Sorry for the quick follow up here! Also wanted to send over

(b)(5)

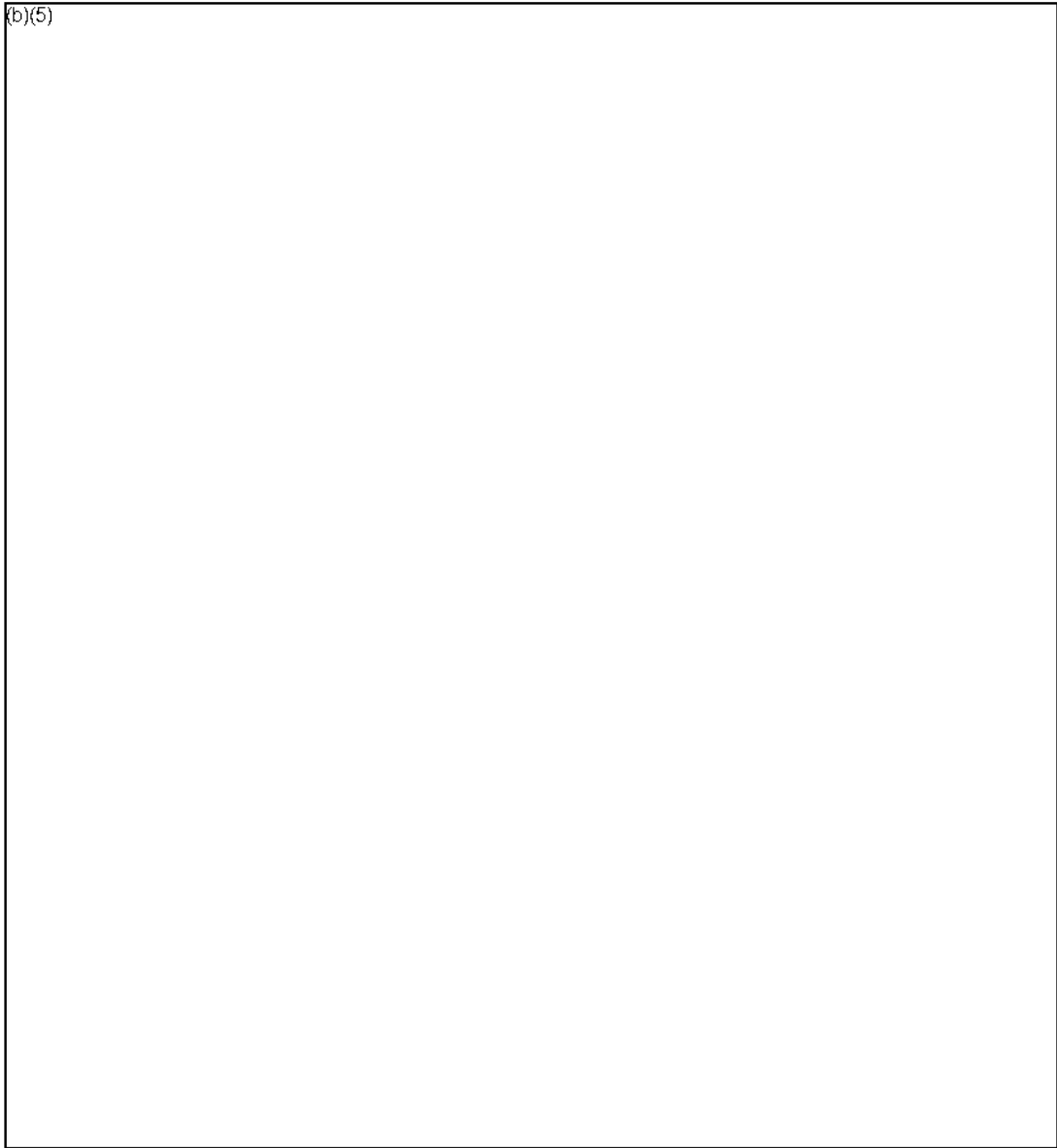
We recommend using these in the companion tweets, please let us know if you run into any issues with them.

Best,  
Grace

(b)(5)

[Redacted content]

(b)(5)

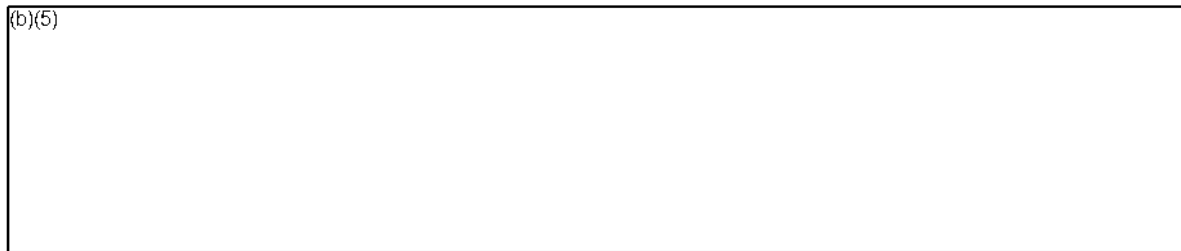


On Fri, Mar 20, 2020 at 1:47 PM Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)> wrote:  
Hey Jay,

Attached is the final video file! Also wanted to bump up the instructions for tweeting:

**Add Spotlight Trend Media file to a**

(b)(5)



**Add Companion Tweets to the campaign**

(b)(5)

Please let us know when you get the video (b)(5) and if you know what companion tweets you'd like to include!

Best,  
Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hey Jay,

The max characters for the description is 30 and (b)(5) is 32. With that, we will submit (b)(5)

On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 7:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi all – Just circling back to let you know (b)(5)

(b)(5) Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <crush@twitter.com>

**Sent:** Thursday, March 19, 2020 11:50 AM

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

**Cc:** Lauren Devoll <ldevoll@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>

**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock (b)(5)

(b)(5) See

below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:  
Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)

(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5)

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.

If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,  
Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have

(b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:33 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:  
Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great- Yes, let's plan on a screen share some time tomorrow. (b)(5)  
(b)(5) Thank you!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:00 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5)  
(b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!  
Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,  
Caitlin



On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov> wrote:

Hi Lauren & Caitlin – Thanks so much for sending this. (b)(5)

(b)(5) Is that date still available?

(b)(5)

I'll follow up as soon as I can, but please let me know (b)(5) is a good date to run the spotlight.

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

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Mobile: 404-910-8478

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Join us on [Facebook](#)

**From:** Lauren Devoll <ldevoll@twitter.com>

**Sent:** Wednesday, March 18, 2020 12:09 PM

**To:** Caitlin Rush <crush@twitter.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CELS/OD) <Ltd0@cdc.gov>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the [Promoted Trend Spotlight](#).

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <crush@twitter.com> wrote:

Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

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[Join Hangouts Meet](#)

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Join by phone

+1 413-752-0960 PIN: 400 179#

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LD

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All the best,  
Lauren and Caitlin

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@crush

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@gracewillo



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[@gracewillo](#)

**From:** Grace Willoughby  
**Sent:** Fri, 20 Mar 2020 13:47:39 -0400  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Lauren Devoll;Caitlin Rush  
**Subject:** Re: possible pro bono advertising available  
**Attachments:** CDC\_3Things\_V5.mp4

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(b)(5)

**Add Companion Tweets to the campaign**

(b)(5)

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Best,  
Grace

On Thu, Mar 19, 2020 at 8:11 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:  
Hey Jay,

The max characters for the description is 30 and (b)(5) is 32.  
With that, we will submit (b)(5)

On Thu, Mar 19, 2020 at 8:07 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great! (b)(5) to the text description below? If character count won't allow, then text you sent is confirmed.

(b)(5)

Looking forward to seeing the concept for approval!

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 7:43 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

That's great news! To confirm those are:

(b)(5)

Let us know if there are any edits or changed (punctuation, capitalization, etc)

We'll work on getting the final video and stills from ArtHouse and send over ASAP for approval.

On Thu, Mar 19, 2020 at 7:40 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi all Just circling back to let you know (b)(5)

(b)(5)

Can you let me know next steps?

I got the walkthrough document you sent after the call today. Thanks!! Looking forward to seeing this.

Jay

**From:** Caitlin Rush <crush@twitter.com>  
**Sent:** Thursday, March 19, 2020 11:50 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Cc:** Lauren Devoll <ldevoll@twitter.com>; Grace Willoughby <gwilloughby@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Thank you, Jay!

I've sent this feedback over to your creative team - I'll let you know if they have any questions.

One consideration, while it's not showing in the mock, (b)(5)  
(b)(5)  
(b)(5) See below for mock (when live, the background media will be the whole video on loop). Let us know if that changes anything!

(b)(5)

On Thu, Mar 19, 2020 at 11:31 AM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Caitlin- Great, thanks. I've flagged for Carol the need to get the IO signed.

(b)(5)  
(b)(5) but overall see general feedback and questions below about the mockup you sent over.

(b)(5)

(b)(5)

(b)(5)

Jay

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Thursday, March 19, 2020 11:16 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hi Jay,

One more thing - I just sent the IO over for signature. As mentioned, we need this in order to set up the Promoted Trend Spotlight, but you will not be invoiced.

If it's possible to get this signed before our 3:30 walkthrough that would be great.

Let us know if you have any issues or questions.

Thanks,

Caitlin

On Thu, Mar 19, 2020 at 10:16 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Morning Jay!

Looking forward to connecting this afternoon. Wanted to close the loop and confirm we now have (b)(5)

Talk to you soon!

Caitlin

On Wed, Mar 18, 2020 at 6:52 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great, thanks! Talk with you all tomorrow.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Wednesday, March 18, 2020 6:33 PM

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

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>

**Subject:** Re: possible pro bono advertising available

That works great! Just sent over an invite with the Google Meet link, and adding below.

Join via Google Meet: [meet.google.com/fik-mmnk-xab](https://meet.google.com/fik-mmnk-xab)

On Wed, Mar 18, 2020 at 6:28 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Would 3:30 ET work for you for a screen share?

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:18 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Grace Willoughby <[gwilloughby@twitter.com](mailto:gwilloughby@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Awesome - we are flexible on this end! Let us know when works best for you.

On Wed, Mar 18, 2020 at 6:14 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Great- Yes, let's plan on a screen share some time tomorrow.

(b)(5) Thank you!

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Wednesday, March 18, 2020 6:00 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>  
**Subject:** Re: possible pro bono advertising available

Hey Jay,

Waiting on a few confirmations, but wanted to give you an update - right now it looks like (b)(5) may become available. Let us know if you think that'll work with your timelines, and if you have time tomorrow for a screen share.

Thanks!  
Caitlin

On Wed, Mar 18, 2020 at 2:31 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Jay,

(b)(5)

Let us know if there's anything we can be helpful with!

Thanks,  
Caitlin

On Wed, Mar 18, 2020 at 2:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren & Caitlin – Thanks so much for sending this. (b)(5)

(b)(5) Is that date still available?

(b)(5)

I'll follow up as soon as I can, but please let me know (b)(5) is a good date to run the spotlight.



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

TELEWORKING

Mobile: 404-910-8478

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**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Sent:** Wednesday, March 18, 2020 12:09 PM

**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltd0@cdc.gov](mailto:ltd0@cdc.gov)>

**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin.

Popping in with an updated creative option for the [Promoted Trend Spotlight](#).

CDC Team - please see an option attached.

On Wed, Mar 18, 2020 at 11:09 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi All,

Let us know if you have any additional questions or if there's anything else we can assist with as you work through approvals.

Since we'll be moving quickly if/when approval is received, working on parallel processing to make sure we have everything in place.

Jay, can you let us know:

- Any feedback on the creative concept Lauren shared yesterday?
- Thoughts on the hashtag and description you would like to use
- Time for a quick screen share today

Also Jay, I just sent the IO that will enable us to set this up in your account over for signature. As noted, this is an ad hoc pro bono offering and you will not be invoiced for this IO.

Keep us posted on how we can be most helpful!

Lauren & Caitlin

On Tue, Mar 17, 2020 at 6:41 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Carol,

The current market rate for the Promoted Trend, within 7 days of Trend date, is \$75,000. The market rate for the Spotlight component is a supplemental \$150,000.

Let us know if you have any other questions or if there's anything else we can help with!

Thank you,

Caitlin

On Tue, Mar 17, 2020 at 6:02 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Lauren/Caitlin can you give me a rough value of what this is? We have to check with our policy shop first.

Thanks.

**From:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Sent:** Tuesday, March 17, 2020 5:57 PM  
**To:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Twitter Government & Politics <[gov@twitter.com](mailto:gov@twitter.com)>; Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <[ltld0@cdc.gov](mailto:ltld0@cdc.gov)>  
**Subject:** Re: possible pro bono advertising available

Thank you, Caitlin!

Obviously paperwork and approvals first, but as Caitlin also mentioned on the call, we have an in-house team ready to help with messaging and creative assets to reduce the burden on your side.

They've already provided a **\*\*rough\*\*** mockup (attached) of the direction we could potentially go using (b)(5)

(b)(5)

Of course, we defer to your expert knowledge and judgement here.

On Tue, Mar 17, 2020 at 5:36 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Jay,

Thanks so much for your time and quick work with us on this. To summarize, Twitter is offering the Promoted Trend Spotlight on Thursday, 3/19 (contingent on final availability) to the CDC on a pro bono basis.

As mentioned, next steps are:

(b)(5)



Let us know if you have any questions or need anything else to get sign off from your leadership team!

Thank you,

Caitlin

On Tue, Mar 17, 2020 at 4:49 PM Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)> wrote:

Thank you, Jay. Let's call-in here to make it easy. Caitlin and I are on the call now.

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[meet.google.com/wwc-yuuc-yrn](https://meet.google.com/wwc-yuuc-yrn)

[Join by phone](#)

+1 413-752-0960 PIN: 400 179#

On Tue, Mar 17, 2020 at 4:16 PM Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)> wrote:

Hi Lauren Thanks for reaching out! Yes, I'm available to chat anytime this afternoon. My number is below if you'd like to go ahead and jump on a call, or let me know if easier to send a conference line.

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

Mobile: 404-910-8478

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**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Tuesday, March 17, 2020 4:08 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <ltd0@cdc.gov>  
**Cc:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Twitter Government & Politics <gov@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Thank you, Kat and team.

Glad to be connected, Jay. Do you have some time to hop on the phone and talk about this opportunity?

On Tue, Mar 17, 2020 at 4:06 PM Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <ltd0@cdc.gov> wrote:

Hi Lauren,

Thanks for understanding. I'm looping in Jay Dempsey, who leads social media for the agency (he was out of the office when we were setting up the Q&A). Jay, please see below.

Thanks,

Kat

**From:** Lauren Devoll <ldevoll@twitter.com>  
**Sent:** Tuesday, March 17, 2020 4:04 PM  
**To:** Turner Hoffman, Katherine (Kat) (CDC/DDPHSS/CSELS/OD) <ltd0@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Twitter Government & Politics <gov@twitter.com>; Caitlin Rush <crush@twitter.com>  
**Subject:** Re: possible pro bono advertising available

Good afternoon -

I know it's crazy over there, but just bumping this up in hoping there's a chance to chat today.

Let me know when you can,

LD

On Tue, Mar 17, 2020 at 12:17 PM Lauren Devoll <[ldcvoll@twitter.com](mailto:ldcvoll@twitter.com)> wrote:

Hi CDC team -

Again, thank you for your continued work to keep Americans safe and healthy.

We want to continue doing our part at Twitter so I'm reaching out to gauge your interest about some possibilities that may become available this week, starting Thursday 3/19.

We have two high value products for advertisers - the Promoted Trend and the Promoted Spotlight Trend - that we might be able to **grant the CDC on a pro bono basis.**

**We'd like to talk with you on the phone today if possible** to gauge your interest and talk about creative assets.

We can make any time work on our end. Please let us know ASAP and we'll send over a conference line.

All the best,  
Lauren and Caitlin

--

Lauren Devoll

[@TwitterGov](#) | [@Policy](#)

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[@crush](#)

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[@crush](#)

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[@gracewillo](#)

**From:** Payton Iheme  
**Sent:** Tue, 25 Feb 2020 18:17:24 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC); Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: Potential WhatsApp support for Coronavirus

Thank you.

Best,

Payton

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Tuesday, February 25, 2020 at 12:58 PM  
**To:** Payton Iheme <payton@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Potential WhatsApp support for Coronavirus

Thanks Payton – we are reviewing. Thanks for reaching out. I'll get back in touch.

**From:** Payton Iheme <payton@fb.com>  
**Sent:** Tuesday, February 25, 2020 11:38 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Potential WhatsApp support for Coronavirus

Hi Carol and Jay,

In case it is of interest, I wanted to share some information on behalf of my colleagues at WhatsApp on how they are supporting governments around the world in response to COVID-19. In short, they've started to make available their enterprise product, the WhatsApp Business API, to allow governments to communicate with concerned citizens about coronavirus and potentially other public health emergencies over WhatsApp. This is live today in Singapore, and they are in discussions with health authorities in India, Brazil, Italy and other large WhatsApp countries.

Similar to a Messenger bot, the WhatsApp Business API would allow you to create an official presence on WhatsApp and to deploy a custom bot to automatically respond, at scale, to frequently asked questions regarding COVID-19 and/or other health issues. While WhatsApp is not as prominent in the US as it is in other countries affected by this crisis, it is very popular

among the Latino community and other immigrant groups in the US and may be useful as an additional communication channel for the CDC.

I've attached a one-pager on the WhatsApp Business API and how it might be used by government agencies, as well as a short overview presentation on the product.

If there is interest in exploring this further, I'd be happy to arrange a call with the right folks at WhatsApp.

Sincerely,

Payton

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 17 Apr 2020 12:54:03 +0000  
**To:** Jan Antonaros;Cohn, Amanda (CDC/DDID/NCIRD/OD)  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD);Crawford, Carol Y. (CDC/OD/OADC);Bonander, Jason (CDC/OCOO/OCIO);Megan Ryskamp;Stanley Onyimba;Young, Cathy (CDC/DDID/NCEZID/OD);Petty, Jacqueline (CDC/DDID/NCHHSTP/OD)  
**Subject:** RE: JSON File  
**Attachments:** Google Knowledge Panel\_COVID-19Text.docx

Good morning Jan,

I am adding Jacque Petty and Cathy Young to this thread. They are leads for JIC Content.

(b)(5)

Thanks and we look forward to talking with you today.

Fred

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Thursday, April 16, 2020 7:43 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: JSON File

Hi CDC Team,

Hope you are all well. We would like schedule a brief call tomorrow to follow up on a existing initiatives and share a few new products Google will be enabling:

1.  **Screener:** We wanted to follow up on our previous email on the JSON the CDC/Apple screener. Have you had the chance to update the JSON protocol on GitHub? Happy to discuss on a call tomorrow if easier.
2.  **Question Hub:** We are working on an early access program to provide authoritative health partners with deeper insights on COVID-19 related queries. Specifically, we will share the top 200 questions Google Search users are asking that have minimal authoritative answers on the open web. The program is designed to help participating partners more easily identify and address COVID-19 content gaps on their own web properties. We would love to share additional details on a brief call.
3.  **Knowledge Panel:** Our [COVID-19 Knowledge Panel](#) has changed significantly over the past several weeks to meet user needs as the pandemic has evolved. Earlier this year, we discussed working with the CDC on a markup-based approach to provide more relevant local information from the CDC to users in the US through our COVID-19 KP. We are making a few more changes

and would like to revisit the conversation to surface CDC content in the KP (Prevention and Treatment tabs). Prior to our call tomorrow, could you please share:

(b)(5)

- 4. **COVID-19 Map Carousel:** Google is exploring a new way for users to discover sites that offer COVID-19 related maps from within Google Search results. We plan to potentially surface maps like the CDC map of States Report Cases of COVID-19 in an image carousel (screenshot below).

(b)(5)

OVERVIEW SYMPTOMS PREVENTION TREATMENTS

...  
...  
...

Maps

NPR

The Guardian



Coronavirus World Map: Tracking The Spread Of The Outbreak

Coronavirus map: Latest case state

Top results

<https://www.cdc.gov/coronavirus/2019-nCoV/>

Coronavirus Disease 2019 (COVID-19) - CDC

Coronavirus (COVID-19): How to protect yourself Single Arrow Right

Arrow Right What to do if you are sick Single Arrow Right

Situation Summary Symptoms of COVID-19 Human

(b)(5)

Please let me know if you have time tomorrow morning before 3pm EST to connect.

Thank you,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196



On Thu, Apr 9, 2020 at 9:49 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
Hi Amanda,

Thank you for the update and we look forward to hearing more about timing from you tomorrow. We have a few clarifying questions to better understand which aspects of the Apple screener will and will not be included in the JSON file:

1. What content/information will the JSON provide beyond the algorithm/screener logic?
2. Which aspects of the Apple screener user experience will not be reflected in the JSON file?
3. Will the questions from the Apple screener be included in the JSON?
4. Will the algorithm continue to mirror the Apple screener if the Apple screener is updated? If so, can you clarify the update frequency?

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, Apr 9, 2020 at 6:46 PM Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)> wrote:  
Hi Jan,

(b)(5)

Happy to discuss!  
Amanda

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, April 9, 2020 2:03 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OOO/OICIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: JSON File

Hey Amanda (and CDC team),

(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Mon, Apr 6, 2020 at 8:50 PM Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)> wrote:  
Hi Jan,

(b)(5)

Thanks!  
Amanda

Get [Outlook for iOS](#)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Monday, April 6, 2020 8:47:45 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>  
**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** JSON File

Hi Team CDC,

Thank you for highlighting Google's homepage "Doodle" honoring helpers at your incident management meeting and for all your continued leadership through this crisis.

(b)(5)

We continue to explore ways to address your request regarding a portal for state and local resources. We will circle back soon with more information from our discussions with our product teams.

Thank you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

(b)(5)

(b)(5)

(b)(5)

**From:** Patel, Anita (CDC/DDID/NCIRD/OD)  
**Sent:** Fri, 17 Apr 2020 02:27:43 +0000  
**To:** Jan Antonaros;Cohn, Amanda (CDC/DDID/NCIRD/OD)  
**Cc:** Smith, Fred (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);Bonander, Jason (CDC/OCOO/OCIO);Megan Ryskamp;Stanley Onyimba  
**Subject:** Re: JSON File

Hi Jan - happy to chat tomorrow regarding (b)(5)

(b)(5)

Defer to others on the other topics.

Thanks,  
Anita

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Thursday, April 16, 2020 7:43 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD)  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD); Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Megan Ryskamp; Stanley Onyimba  
**Subject:** Re: JSON File

Hi CDC Team,

Hope

you are all well. We would like schedule a brief call tomorrow to follow up on a existing initiatives and share a few new products Google will be enabling:

1.

**Screeener:**

We wanted to follow up on our previous email on the JSON the CDC/Apple screener. Have you had the chance to update the JSON protocol on GitHub? Happy to discuss on a call tomorrow if easier.

2.

**Question**

**Hub:** We are working on an early access program to provide authoritative health partners with deeper insights on COVID-19 related queries. Specifically, we will share the top 200 questions Google Search users are asking that have minimal authoritative answers on the open web. The program is designed to help participating partners more easily identify and address COVID-19 content gaps on their own web properties. We would love to share additional details on a brief call.

3.

**Knowledge**

**Panel:** Our

COVID-19

Knowledge Panel has changed significantly over the past several weeks to meet user needs as the pandemic has evolved. Earlier this year, we discussed working with the CDC on a markup-based approach to provide more relevant local information from the CDC to users in the US through our COVID-19 KP. We are making a few more changes and would like to revisit the conversation to surface CDC content in the KP (Prevention and Treatment tabs). Prior to our call tomorrow, could you please share:

a.

(b)(5)

4.

**COVID-19**

**Map Carousel:** Google is exploring a new way for users to discover sites that offer COVID-19 related maps from within Google Search results. We plan to potentially surface maps like the

CDC

map of States Report Cases of

COVID-19 in an image carousel (screenshot below) (b)(5)

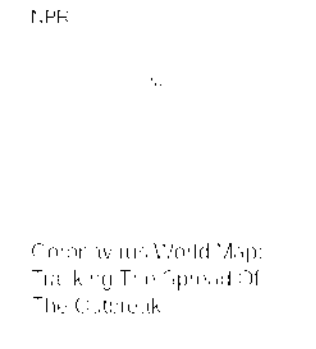

(b)(5)




OVERVIEW SYMPTOMS PREVENTION TREATMENTS

Coronavirus (COVID-19) is a respiratory virus that causes illness in people. It can be spread from one person to another. The illness it causes is called COVID-19. It can be spread from one person to another. The illness it causes is called COVID-19.

### Maps

<p>NPR</p>  <p>Coronavirus World Map: Tracking The Spread Of The Outbreak</p>	<p>The Guardian</p>  <p>Coronavirus map: Latest outbreak</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------

### Top results

 <https://www.cdc.gov/coronavirus/2019-nCoV/>

Coronavirus Disease 2019 (COVID-19) - CDC

Coronavirus (COVID-19) How to protect yourself Single Arrow Right What to do if you are sick Single Arrow Right

Situation Summary Symptoms of COVID-19 Human

---

Please

let me know if you have time tomorrow morning before 3pm EST to connect.

Thank

you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Thu, Apr 9, 2020 at 9:49 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Amanda,

Thank you for the

update and we look forward to hearing more about timing from you tomorrow. We have a few clarifying questions to better understand which aspects of the Apple screener will and will not be included in the JSON file:

1. What content/information will the JSON provide beyond the algorithm/screener logic?
2. Which aspects of the Apple screener user experience will not be reflected in the JSON file?
3. Will the questions from the Apple screener be included in the JSON?
4. Will the algorithm continue to mirror the Apple screener if the Apple screener is updated? If so, can you clarify the update frequency?

Thanks,

Jan  
Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, Apr 9, 2020 at 6:46 PM Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)> wrote:

Hi Jan,

(b)(5)

Happy to discuss!

Amanda

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, April 9, 2020 2:03 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: JSON File

Hey Amanda (and CDC team),

(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Mon, Apr 6, 2020 at 8:50 PM Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)> wrote:

Hi Jan,

(b)(5)

Thanks!

Amanda

Get [Outlook for iOS](#)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Monday, April 6, 2020 8:47:45 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** JSON File

Hi Team CDC,

Thank you for highlighting Google's homepage "Doodle" honoring helpers at your incident management meeting and for all your continued leadership through this crisis.

(b)(5)

We continue to explore ways to address your request regarding a portal for state and local resources. We will circle back soon with more information from our discussions with our product teams.

Thank you,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 17 Apr 2020 19:01:45 +0000  
**To:** Jan Antonaros  
**Cc:** Cohn, Amanda (CDC/DDID/NCIRD/OD);Patel, Anita (CDC/DDID/NCIRD/OD);Crawford, Carol Y. (CDC/OD/OADC);Bonander, Jason (CDC/OCOO/OCIO);Megan Ryskamp;Stanley Onyimba;Petty, Jacqueline (CDC/DDID/NCHHSTP/OD)  
**Subject:** RE: JSON File

Great. Send the meeting information and Jacque and I will be there

Fred

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, April 17, 2020 2:54 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: JSON File

Hi Fred--Let's connect at 3:30pm EST to cover the topics we can. Thank you for making the time.

We will also add time later when Anita and Amanda are available.

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, Apr 17, 2020 at 1:45 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Are we meeting this afternoon?

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, April 17, 2020 8:55 AM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: JSON File

Good Morning,

Thank you for your quick responses. Would 3:30pm or 4pm EST work for the team today? If not, please let me know another time.

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, Apr 17, 2020 at 7:56 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Good morning Jan,

All this below sounds interesting. (b)(5)  
(b)(5)

The Question Hub sounds great.

The instructions for updating the map were not attached. Please send and we'll see what we can do to automate the process of updating that map and keeping it in sync with our maps and data.

I'm available any time today except 1-2 and 3pm today.

Fred

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, April 16, 2020 7:43 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: JSON File

Hi CDC Team,

Hope you are all well. We would like schedule a brief call tomorrow to follow up on a existing initiatives and share a few new products Google will be enabling:

1.  **Screener:** We wanted to follow up on our previous email on the JSON the CDC/Apple screener. Have you had the chance to update the JSON protocol on GitHub? Happy to discuss on a call tomorrow if easier.
2.  **Question Hub:** We are working on an early access program to provide authoritative health partners with deeper insights on COVID-19 related queries. Specifically, we will share the top 200 questions Google Search users are asking that have minimal authoritative answers on the open

web. The program is designed to help participating partners more easily identify and address COVID-19 content gaps on their own web properties. We would love to share additional details on a brief call.

- 3. Knowledge Panel:** Our [COVID-19 Knowledge Panel](#) has changed significantly over the past several weeks to meet user needs as the pandemic has evolved. Earlier this year, we discussed working with the CDC on a markup-based approach to provide more relevant local information from the CDC to users in the US through our COVID-19 KP. We are making a few more changes and would like to revisit the conversation to surface CDC content in the KP ([Prevention](#) and [Treatment](#) tabs). Prior to our call tomorrow, could you please share:

a. (b)(5)

- 4. COVID-19 Map Carousel:** Google is exploring a new way for users to discover sites that offer COVID-19 related maps from within Google Search results. We plan to potentially surface maps like the CDC map of States Report Cases of COVID-19 in an image carousel (screenshot below).

(b)(5)

OVERVIEW SYMPTOMS PREVENTION TREATMENTS

#### Maps

1,111

The Guardian



Combine your World Map: Tracking The Spread Of The Outbreak

Combine your map: latest cases state

#### Top results

<https://www.cdc.gov/>

Coronavirus Disease 2019 (COVID-19) - CDC

Coronavirus (COVID-19): How to protect yourself Single Arrow Right

What to do if you are sick Single Arrow Right

Right

Situation Summary symptoms of COVID-19 Human

(b)(5)

Please let me know if you have time tomorrow morning before 3pm EST to connect.

Thank you,  
Jan



Jan Fowler Antonaros  
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On Thu, Apr 9, 2020 at 9:49 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
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Amanda

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, April 9, 2020 2:03 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: JSON File

Hey Amanda (and CDC team),

(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
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(b)(5)

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Amanda

Get [Outlook for iOS](#)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Monday, April 6, 2020 8:47:45 PM  
**To:** Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** JSON File

Hi Team CDC,

Thank you for highlighting Google's homepage "Doodle" honoring helpers at your incident management meeting and for all your continued leadership through this crisis.

(b)(5)

(b)(5)

We continue to explore ways to address your request regarding a portal for state and local resources. We will circle back soon with more information from our discussions with our product teams.

Thank you,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

**From:** Stanley Onyimba  
**Sent:** Thu, 11 Jun 2020 12:30:32 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Jan Antonaros  
**Subject:** Re: Logo on Self-Checker

-Jan Antonaros FYI

Hi Carol,

We received approval from the White House and the Task Force to use the CDC, FEMA, and White House logos for the screener. Regarding ongoing COVID-19 collaborations, we think it would be helpful to discuss a few options on a call. Anita and Leslie are working to coordinate a time that works for a weekly call with the CDC to discuss the screener and other relevant topics. We can discuss potential short and long term approaches for COVID-19 collaborations as part of this discussion.

Thanks,  
Stanley

On Mon, Jun 8, 2020 at 7:15 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Hi Stanley – Just checking back on this.

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Thursday, June 4, 2020 7:58 AM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Logo on Self-Checker

Stanley I just noticed the WH, CDC and FEMA logos are on the self-assessment. Did you arrange that with FEMA or WH by chance? If it was not covered when it was put up, we need a logo licensing agreement for the self-assessment page. Also, I think it would be a good idea for us to do a slim MOU for the COVID projects to also include the assessment, Knowledge Panel & Q&A access. Are you open to that?

<https://landing.google.com/screener/covid19>

Thanks.

Carol Y. Crawford

Chief, Digital Media Branch

Division of Public Affairs

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

404-498-2480

ccrawford@cdc.gov

Cell: 678-920-0578

--

Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

**From:** Stanley Onyimba  
**Sent:** Tue, 5 May 2020 15:49:13 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Jan Antonaros; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Map image  
**Attachments:** Live Map Markup Instructions [CDC] (1).pdf

Thanks, Fred! The map carousel is live and you can add markup (instructions attached) to make future changes to the CDC COVID-19 map image discoverable on Search.

Best,  
Stanley

On Tue, May 5, 2020 at 7:35 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Hi Stanley,

You asked for a link to an image for our cases map

<https://www.cdc.gov/coronavirus/2019-ncov/images/cascs-in-us.png>

This is a static PNG of the map on this page: <https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/cases-in-us.html>

Sorry for the delay.

Fred

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

Due to the COVID-19 outbreak, many users are seeking information from interactive maps such as the one offered on your site:

<https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/cases-in-us.html>

Google is experimenting with a new way for users to discover sites that offer COVID-19 related maps from within Google Search results.

### **To make your COVID-19 map representable**

- a. Provide a static image representing the map, using structured data markup:
  - i. Add/update a schema.org Article type or its subtypes NewsArticle
  - ii. Set the image property of the Article / NewsArticle to point to the URL of the image.

JSON-LD example:

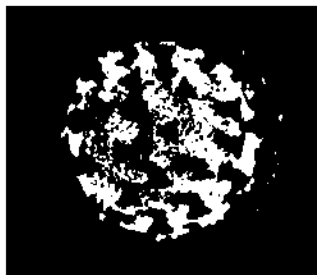
```
<script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "Article",
    "headline": "COVID-19 map",
    "image": "https://example.com/photo.jpg",
    "datePublished": "2020-04-11T08:00:00+08:00",
    "author": "John Doe",
    "publisher": {
      "@type": "Organization",
      "name": "Google",
      "logo": {
        "@type": "ImageObject",
        "url": "https://google.com/logo.jpg"
      }
    }
  }
</script>
```

- iii. Validate the correctness of your markup using the Structured Data Testing Tool
  - iv. Ask Google to recrawl your URL
- b. Refresh the static map image periodically to ensure that it properly reflects the map.



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sun, 8 Mar 2020 00:52:06 +0000  
**To:** Stanley Onyimba  
**Cc:** Smith, Fred (CDC/OD/OADC)  
**Subject:** RE: March 2 - Google Meeting - COVID-19

Thanks for clarifying on KP and I'll keep you posted on my end. The generic virus picture has been used everywhere and I believe is becoming pretty recognizable.. possible idea. Screen shot below for clarity.



**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Saturday, March 7, 2020 7:41 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: March 2 - Google Meeting - COVID-19

Hi Carol,

The plan for the KP is to include a link out to the CDC **without** a logo similar to the current WHO-powered KP available on mobile (screenshot below). YT would prefer to launch with an image and is exploring potentially launching with a generic image (no logo) in the short term if needed. Thanks in advance for helping to shorten the timeline and I look forward to hearing from you on Monday.



Google



Coronavirus disease 2019



ALL

NEWS

IMAGES

VIDEOS

MAPS

...

## Coronavirus disease (COVID-19)



Also called 2019 nCov, 2019 Novel Coronavirus

OVERVIEW

SYMPTOMS

PREVENTION

TREATMENTS

Coronavirus disease (COVID-19) is an infectious disease caused by a new virus that had not been previously identified in humans

The virus causes respiratory illness (like the flu) with symptoms such as a cough, fever and in more severe cases, pneumonia. You can protect yourself by washing your hands frequently and avoiding touching your face.

Learn more about coronavirus disease (COVID-19) on the CDC website.



More about this condition

Best,  
Stanley

On Sat, Mar 7, 2020 at 1:22 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
Normal times it would take a month or so...I'm sure I can shorten a great deal, unclear how much. It didn't occur to me YT would ask for the logo....will have to see what I can do. I know I haven't been on KP meetings – I assume we may need logo there too? It will probably be Monday before I can get a sense of timeline.

I appreciate you checking appetite.

I'll keep you posted.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Saturday, March 7, 2020 3:51 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: March 2 - Google Meeting - COVID-19

Hi Carol,

The logo is preferred but I will connect with the YT on appetite for launching without the logo to start. Do you have a rough estimate on approval timing? Perhaps the YT team might prefer to wait.

Thanks for confirming the sentence!

Best,  
Stanley

On Sat, Mar 7, 2020, 12:48 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

1. Is there any chance we do it without our official logo (at least to start)? With that said, I'll start process but concerned about the timeline. I realize m
2. That is confirmed as good.

Thanks you and Malik

**From:** Stanley Onyimba <sonyimba@google.com>

**Sent:** Saturday, March 7, 2020 3:02 PM

**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Subject:** Re: March 2 - Google Meeting - COVID-19

+Crawford, Carol Y. (CDC/OD/OADC)

Hi Fred and Carol,

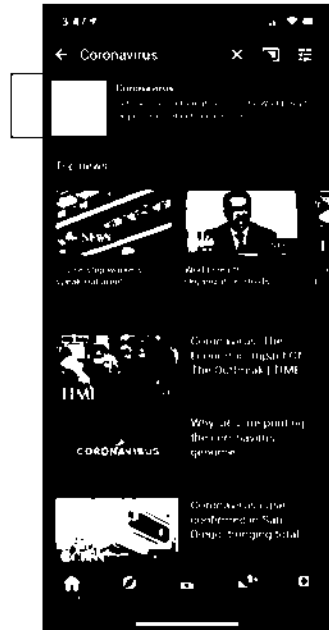
I also wanted to reach out on behalf of YouTube for use of the CDC's logo in the Youtube product treatment/information panel. I know you've been in contact with Malik Ducard's team on video content creation which is great! For the YT info panels, could you please:

- 1) Provide a 400x400 pixel logo file in jpeg format (I know logo use requires a separate approval process so please let me know if any additional information/action on our end would be helpful)
- 2) Confirm comfort with the following one line sentence from the CDC about coronavirus for YouTube content, specifically:  
"Get the latest information from the CDC about coronavirus. [[cdc.gov/coronavirus/2019-ncov/](https://www.cdc.gov/coronavirus/2019-ncov/)]"



Google Search Experience

Local Health Authority information to be shown here



Youtube Experience

Local Health Authority information to be shown here

Thanks,  
Stanley

On Sat, Mar 7, 2020 at 11:26 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Fred,

I wanted to share a new product feature we're exploring to address COVID-19 that I thought you might find helpful. To summarize, we are creating a chatbot to help answer questions about COVID-19 and augment the great work happening on CDC-Info. I've included additional details and screenshots below for your reference:

Google would like to offer to help with providing information to citizens concerned with COVID-19 and associated issues. Google can link straight from search results to a messaging experience where users can ask questions and receive information. Answers can be provided by an automated bot (which we can help you build) and users can be transferred to a live agent. See image below for an example:



(Example chatbot from Singapore)

<https://www.gov.sg/>

We believe could have real **benefits to individuals**

- Messaging gets you the help you need without personal contact
- Easy/fast/free for people to ask questions (no waiting online or wrestling with IVR, etc)
- Permanent record of the conversation means you can refer back to it multiple times.
- Asynchronous, in the case live agents are available, so users can do other things while waiting for an answer

There are corresponding **benefits to governments** (or other entities wanting to provide advice):

- Reduces load on call centers, front desk, staff, website
- Asynchronous channel - you can send out more advice tomorrow, next week
- It's free - no costs

How can Google help?

- Together with our ecosystem of partners, build/create/maintain a bot experience based on your knowledge base and data.
- Add this to your search results
- Promote the solution to your constituents

Please let me know if the CDC is interested in exploring this new technology and I will schedule a call with the team to share more details.

Thanks,  
Stanley

On Mon, Mar 2, 2020 at 5:19 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Thanks

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Friday, February 28, 2020 5:08 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: March 2 - Google Meeting - COVID-19

Thanks for the additional detail, Fred. I will circulate internally with the right teams and get back to you. I've also sent a separate email to you and Carol regarding CDC coronavirus links. We have an idea on how to direct folks to a preferred CDC link and would like to confirm the best link (out of the list Carol provided previously). Thank you again for your flexibility and willingness to provide high quality health information to US users.

On Fri, Feb 28, 2020 at 1:02 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Stanley,

Thanks for the intro to the Google Trends team. Below is a wish list of sorts from the group in the response that deals primarily with travelers' health, travel, border issues, etc. If anything there piques your interest, let me know. We appreciate all that you've done and continue doing. This wish list was no exclusively directed to a ask from Google.

Fred

1. **Google Insights:** Would Google (or other social media/web partners) be willing to share insights re. common audience questions, concerns, misconceptions re. COVID-19?
2. **Rapid polling/surveys:** Would google or other partners be interested in surveying key audiences about COVID-19, or would they be willing to share findings from these surveys?
3. **A/B testing:** Would Google be interested in A/B testing some of our ads (once developed)?
4. **New technologies:** Does Google have any cool new platforms, technologies, or programs they'd be interested in piloting (using COVID prevention/control as the objective)?
5. **Google Maps, weather apps:** Would these groups have any interest in working with CDC to reach prospective travelers (e.g., popup ads for US users seeking info from COVID-affected areas)?

6. **Other:** Are there other opportunities worth exploring, through other Google assets or other partners?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, February 28, 2020 3:43 PM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: March 2 - Google Meeting - COVID-19

Hi Fred,

Happy to connect you with the correct POCs for trends data on a separate thread and will make an introduction this afternoon.

Thanks,  
Stanley

On Fri, Feb 28, 2020 at 10:45 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Stanley.

In addition to this, we've been contacted by part of the response with a request to talk to the Google Insights folks. Can you facilitate a call next week? We're interested in what information or inferences you may have about audiences and information seeking behavior, rumors, false information, A|B testing ideas and others.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, February 28, 2020 12:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: March 2 - Google Meeting - COVID-19

Hi Lisa,

Yes, Tuesday 3/3 at 10:30am PST works for a follow up call. However, our timelines for a US specific KP have been delayed as we are leaning on SOS alerts to get local information out to the most affected regions of the world. I am happy to share an update on our global strategy next week but want to manage expectations that our original timeline for the US/CDC KP will be longer than expected.

That being said, we may only need a subset of the group for Tuesday's call as we will not conduct a content review just yet. I will share an invitation with you, Carol, and Fred shortly to be mindful of the broader group's time.

Thanks,  
Stanley

On Tue, Feb 25, 2020 at 8:18 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Stanley – Just FYI, you mentioned

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST) as a time to meet but I think you meant

Tuesday 3/3 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

We can meet on **Tuesday, 3/3 @ 10:30am - 11:30am PST (1:30pm - 2:30pm EST)** – if that works...

Thanks!

**From:** Richman, Lisa M. (CDC/OD/OADC)  
**Sent:** Friday, February 21, 2020 3:16 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>  
**Subject:** March 2 - Google Meeting - COVID-19

Hi Stanley – The best time for us to meet would be:  
Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

I've included the folks from our end who should be in the meeting on the CC line.

Looking forward to it!

**From:** Richman, Lisa M. (CDC/OD/OADC)  
**Sent:** Wednesday, February 19, 2020 11:20 AM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.



I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, February 18, 2020 3:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[bug3@cdc.gov](mailto:bug3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,  
Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:  
Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [merritta@google.com](mailto:merritta@google.com); [jisoares@google.com](mailto:jisoares@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen; [joseleal@google.com](mailto:joseleal@google.com); Crawford, Carol Y. (CDC/OD/OADC)

Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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From: Stanley Onyimba

Sent: Sunday, February 9, 2020 6:02:42 PM

To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>;

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

<[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>;

[jisoares@google.com](mailto:jisoares@google.com)<<mailto:jisoares@google.com>>

<[jisoares@google.com](mailto:jisoares@google.com)<<mailto:jisoares@google.com>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

<[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<ma

[ilto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:ilto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>  
>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>; Cong Chen  
<[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>;  
[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>  
<[joseleal@google.com](mailto:joseleal@google.com)<<mailto:joseleal@google.com>>>; Crawford, Carol Y. (CDC/OD/OADC)  
<[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST)  
([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-  
Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente  
(2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29+%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:+120661-491-5626>> PIN 558374# More phone  
numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luís Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjy1@cdc.gov](mailto:cjy1@cdc.gov)<<mailto:cjy1@cdc.gov>>

more details

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1naiVma2lkM2Rvampra2Q0djkZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWVhNTFmZyY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1naiVma2lkM2Rvampra2Q0djkZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWVhNTFmZyY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<[https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> more options

»<[https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**From:** Stanley Onyimba  
**Sent:** Sat, 7 Mar 2020 16:45:54 -0800  
**To:** Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: March 2 - Google Meeting - COVID-19

Great, thank you!

On Sat, Mar 7, 2020, 3:55 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Hi Stanley,

I've forwarded this on to the person in charge of our call center and am waiting to hear back from him.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Saturday, March 7, 2020 2:26 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: March 2 - Google Meeting - COVID-19

Hi Fred,

I wanted to share a new product feature we're exploring to address COVID-19 that I thought you might find helpful. To summarize, we are creating a chatbot to help answer questions about COVID-19 and augment the great work happening on CDC-Info. I've included additional details and screenshots below for your reference:

Google would like to offer to help with providing information to citizens concerned with COVID-19 and associated issues. Google can link straight from search results to a messaging experience where users can ask questions and receive information.

Answers can be provided by an automated bot (which we can help you build) and users can be transferred to a live agent. See image below for an example:



(Example chatbot from Singapore)

<https://www.gov.sg/>

We believe could have real **benefits to individuals**

- Messaging gets you the help you need without personal contact
- Easy/fast/free for people to ask questions (no waiting online or wrestling with IVR, etc)
- Permanent record of the conversation means you can refer back to it multiple times.
- Asynchronous, in the case live agents are available, so users can do other things while waiting for an answer

There are corresponding **benefits to governments** (or other entities wanting to provide advice):

- Reduces load on call centers, front desk, staff, website
- Asynchronous channel - you can send out more advice tomorrow, next week
- It's free - no costs

How can Google help?

- Together with our ecosystem of partners, build/create/maintain a bot experience based on your knowledge base and data.
- Add this to your search results
- Promote the solution to your constituents

Please let me know if the CDC is interested in exploring this new technology and I will schedule a call with the team to share more details.

Thanks,

Stanley

On Mon, Mar 2, 2020 at 5:19 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Thanks

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, February 28, 2020 5:08 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: March 2 - Google Meeting - COVID-19

Thanks for the additional detail, Fred. I will circulate internally with the right teams and get back to you. I've also sent a separate email to you and Carol regarding CDC coronavirus links. We have an idea on how to direct folks to a preferred CDC link and would like to confirm the best link (out of the list Carol provided previously). Thank you again for your flexibility and willingness to provide high quality health information to US users.

On Fri, Feb 28, 2020 at 1:02 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:



Stanley,

Thanks for the intro to the Google Trends team. Below is a wish list of sorts from the group in the response that deals primarily with travelers' health, travel, border issues, etc. If anything there piques your interest, let me know. We appreciate all that you've done and continue doing. This wish list was no exclusively directed to a ask from Google.

Fred

1. **Google Insights:** Would Google (or other social media/web partners) be willing to share insights re. common audience questions, concerns, misconceptions re. COVID-19?
2. **Rapid polling/surveys:** Would google or other partners be interested in surveying key audiences about COVID-19, or would they be willing to share findings from these surveys?
3. **A/B testing:** Would Google be interested in A/B testing some of our ads (once developed)?
4. **New technologies:** Does Google have any cool new platforms, technologies, or programs they'd be interested in piloting (using COVID prevention/control as the objective)?
5. **Google Maps, weather apps:** Would these groups have any interest in working with CDC to reach prospective travelers (e.g., popup ads for US users seeking info from COVID-affected areas)?
6. **Other:** Are there other opportunities worth exploring, through other Google assets or other partners?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, February 28, 2020 3:43 PM

**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>

**Cc:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: March 2 - Google Meeting - COVID-19

Hi Fred,

Happy to connect you with the correct POCs for trends data on a separate thread and will make an introduction this afternoon.

Thanks,

Stanley

On Fri, Feb 28, 2020 at 10:45 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Thanks Stanley.

In addition to this, we've been contacted by part of the response with a request to talk to the Google Insights folks. Can you facilitate a call next week? We're interested in what information or inferences you may have about audiences and information seeking behavior, rumors, false information, A/B testing ideas and others.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Friday, February 28, 2020 12:44 PM

**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <[wng2@cdc.gov](mailto:wng2@cdc.gov)>

**Subject:** Re: March 2 - Google Meeting - COVID-19

Hi Lisa,

Yes, Tuesday 3/3 at 10:30am PST works for a follow up call. However, our timelines for a US specific KP have been delayed as we are leaning on SOS alerts to get local information out to the

most affected regions of the world. I am happy to share an update on our global strategy next week but want to manage expectations that our original timeline for the US/CDC KP will be longer than expected.

That being said, we may only need a subset of the group for Tuesday's call as we will not conduct a content review just yet. I will share an invitation with you, Carol, and Fred shortly to be mindful of the broader group's time.

Thanks,

Stanley

On Tue, Feb 25, 2020 at 8:18 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Stanley Just FYI, you mentioned

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST) as a time to meet but I think you meant

Tuesday 3/3 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

We can meet on **Tuesday, 3/3 @ 10:30am - 11:30am PST (1:30pm - 2:30pm EST)** – if that works...

Thanks!

**From:** Richman, Lisa M. (CDC/OD/OADC)

**Sent:** Friday, February 21, 2020 3:16 PM

**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Cc:** Verma, Rohit (CDC/OD/OADC) <[rcv9@cdc.gov](mailto:rcv9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC)

<buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; LaPorte, Kathleen (CDC/DDID/NCIRD/ID) <wnq2@cdc.gov>

**Subject:** March 2 - Google Meeting - COVID-19

Hi Stanley The best time for us to meet would be:

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

I've included the folks from our end who should be in the meeting on the CC line.

Looking forward to it!

**From:** Richman, Lisa M. (CDC/OD/OADC)

**Sent:** Wednesday, February 19, 2020 11:20 AM

**To:** Stanley Onyimba <sonyimba@google.com>

**Cc:** Verma, Rohit (CDC/OD/OADC) <rv9@cdc.gov>; Casanova, Alex (CDC/OD/OADC) <buq3@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>

**Subject:** RE: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) (evp9@cdc.gov)

Thanks Stanley for the editorial guidelines and deck! As you get more info on markup and content (i.e. char limits) let us know.

I've reached out to our content developer who was on the call - (Kathleen) – to see when of the times you list below she can meet. (b)(5)

(b)(5)

Thanks!

- Lisa

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, February 18, 2020 3:44 PM  
**To:** Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>; Casanova, Alex (CDC/OD/OADC) <[buq3@cdc.gov](mailto:buq3@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))

Good morning Lisa and team,

Great meeting you all in person last week. Thanks again for your time and willingness to partner with us to address the Coronavirus crisis. We are excited to partner with the CDC to provide high quality and locally relevant information to people in the US after launching a Global Coronavirus KP. I've attached a PDF copy of the presentation and the editorial guidelines discussed for your review.

Please note that the mocks within the deck are for illustrative purposes only and that we are still finalizing product specifications. We expect to have markup documentation and a list of specific content needs available by next week and will share additional product details (character counts, categories, etc.) via email as soon as possible.

Given that next week is a holiday in Brazil and our engineers are based in Brazil, let's aim to have a follow up discussion on content next steps the week of March 2nd. Please let me know if any of the following times work for your team:

Monday 3/2 1pm - 2pm PST (4pm - 5pm EST)

Tuesday 3/2 10:30am - 11:30am PST (1:30pm - 2:30pm EST)

Thursday 3/5 8:30am - 9:30am PST(11:30am - 12:30pm EST)

Thanks,

Stanley

On Tue, Feb 18, 2020 at 6:47 AM Richman, Lisa M. (CDC/OD/OADC) <[cyn3@cdc.gov](mailto:cyn3@cdc.gov)> wrote:

Good morning Stanley -

It was great meeting with you and the team on Thursday. We are looking forward to working with you guys.

After our meeting I spoke with Kathleen (who would be in charge of the content development for the Knowledge Panel) and she asked me to send her the content template, character limits and guidance as soon as I got it from you guys. As we discussed, they do have to clear the content first so she wanted to start on it as soon as possible.

Can you forward that on and we'll get started?

Thanks!

\* Lisa

Lisa Richman, HCI-MS  
Enterprise Team  
Digital Media Branch/Division of Public Affairs  
Office of the Associate Director for Communications  
Centers for Disease Control and Prevention

\*Telework: Tuesday/Friday

-----Original Appointment-----

From: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

Sent: Wednesday, February 12, 2020 1:59 PM

To: Stanley Onyimba; Richman, Lisa M. (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Casanova, Alex (CDC/OD/OADC); [mcerritta@google.com](mailto:mcerritta@google.com); [jlsoarcs@google.com](mailto:jlsoarcs@google.com); BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]; Smith, Fred (CDC/OD/OADC); Cong Chen;

[josclcal@google.com](mailto:josclcal@google.com); Crawford, Carol Y. (CDC/OD/OADC)  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov))  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM (UTC-05:00) Eastern Time (US & Canada).  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

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From: Stanley Onyimba  
Sent: Sunday, February 9, 2020 6:02:42 PM  
To: Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)<<mailto:sonyimba@google.com>>>; [merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>; <[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>>>; [jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>; <[jlsoares@google.com](mailto:jlsoares@google.com)<<mailto:jlsoares@google.com>>>>; BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone] <[google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)<[mailto:google.com\\_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com](mailto:google.com_726f6f6d5f62725f62687a5f626c765f31355f31353538@resource.calendar.google.com)>>>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>>; Cong Chen <[congchen@google.com](mailto:congchen@google.com)<<mailto:congchen@google.com>>>>; [josclcal@google.com](mailto:josclcal@google.com)<<mailto:josclcal@google.com>>>; <[josclcal@google.com](mailto:josclcal@google.com)<<mailto:josclcal@google.com>>>>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>>>  
Subject: Invitation: CDC & Search Coronavirus Follow Up @ Thu Feb 13, 2020 2:30pm - 3:30pm (EST) ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>>)  
When: Thursday, February 13, 2020 2:30 PM-3:30 PM.  
Where: Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

You have been invited to the following event.

CDC & Search Coronavirus Follow Up

When

Thu Feb 13, 2020 2:30pm - 3:30pm Eastern Time - New York

Where

Centers for Disease Control and Prevention, 1600 Clifton Road, Atlanta, GA 30329, BHZ-BLV-15-Ponente (2) [GVC, No External Guests, Phone]

([map<https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29-%5BGVC,+No+External+Guests,+Phone%5D?hl=en](https://www.google.com/maps/search/Centers+for+Disease+Control+and+Prevention,+1600+Clifton+Road,+Atlanta,+GA+30329,+BHZ-BLV-15-Ponente+%282%29-%5BGVC,+No+External+Guests,+Phone%5D?hl=en)>)

Joining info

[meet.google.com/kdt-imwy-krs](https://meet.google.com/kdt-imwy-krs)<<https://meet.google.com/kdt-imwy-krs>>

Join by phone +1 661-491-5626<<tel:-1%20661-491-5626>> PIN 558374# More phone numbers<<https://tel.meet/kdt-imwy-krs?pin=4973152955141&hs=0>>

Calendar

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

Who

\*

Stanley Onyimba - organizer

\*

[merritta@google.com](mailto:merritta@google.com)<<mailto:merritta@google.com>>

\*

João Luis Soares

\*

[evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>

\*

Cong Chen

\*

José Leal

\*

[cjyl@cdc.gov](mailto:cjyl@cdc.gov)<<mailto:cjyl@cdc.gov>>

more details

>>[https://www.google.com/calendar/event?action=VIEW&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Hi All,

Scheduling time to follow up on coronavirus efforts and next steps with the CDC.

Thanks,

Stanley

Going ([evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>)?

Yes<[https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=1&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

Maybe<[https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=3&tok=MTkjc29ueWltYmFAZ29vZ2xlLmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)> -

No<<https://www.google.com/calendar/event?action=RESPOND&eid=NTVldGRhYmInajVma2>



[lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&rst=2&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1) more options  
»<[https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew\\_York&hl=en&es=1](https://www.google.com/calendar/event?action=VIEW&cid=NTV1dGRhYm1najVma2lkM2Rvampra2Q0djkgZXZwOUBjZGMuZ292&tok=MTkjc29ucWltYmFAZ29vZ2x1LmNvbWNhNTFiMzY2NDZiODNhZDc1NjhmNDA2NDliZWY5M2UwMjU3Njg0Yjk&ctz=America%2FNew_York&hl=en&es=1)>

Invitation from Google Calendar<<https://www.google.com/calendar/>>

You are receiving this email at the account [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>> because you are subscribed for invitations on calendar [evp9@cdc.gov](mailto:evp9@cdc.gov)<<mailto:evp9@cdc.gov>>.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More<<https://support.google.com/calendar/answer/37135#forwarding>>.

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sat, 20 Jun 2020 14:52:55 +0000  
**To:** Stanley Onyimba;Smith, Fred (CDC/OD/OADC)  
**Cc:** Jan Antonaros  
**Subject:** Re: Mental Wellness Resources on Search

I'm sorry for the delay in letting you know but the team was happy with the text and excited that you were doing this.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, June 11, 2020 5:05:26 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>  
**Subject:** Mental Wellness Resources on Search

Hi  
Carol and Fred,

We  
are excited to share that we will be adding mental wellness resources to the COVID-19 Knowledge Panel. Specifically, we plan to add Be Kind to Your Mind tips to a "Coping" tab on the Search page and include text snippets from the CDC's website in an expandable dropdown for each tip. The goal of the expanded view is to provide users with more context and resources for applying the five tips from the Be Kind to Your Mind campaign. Please see the following illustrative mocks and text snippets for your reference and let us know if you have any questions or concerns.

**Illustrative  
Mock:**

**COVID-19 alert**

Coronavirus disease  
California, CA

Home Page    News    Events    Contact Us

Home Page    News    Events    Contact Us

**Coping**

Be kind to your mind  
Be kind to your mind

Mental health problems are common. Here are some ways to cope with them and promote well-being.

**Pause. Breathe. Notice how you feel**

Take slow, deep breaths, stretch, or meditate. Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.

**Take breaks from COVID-19 content**

Make time to sleep and exercise

Reach out and stay connected

Seek help if overwhelmed or unsafe

Statistics

**DAILY CHANGE IN SANTA CLARA COUNTY**

**COVID-19 alert**

Coronavirus disease  
California, CA

Home Page    News    Events    Contact Us

Home Page    News    Events    Contact Us

**Coping**

Be kind to your mind  
Be kind to your mind

Mental health problems are common. Here are some ways to cope with them and promote well-being.

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**Take breaks from COVID-19 content**

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

**Make time to sleep and exercise**

Reach out and stay connected

Seek help if overwhelmed or unsafe

Statistics

**DAILY CHANGE IN SANTA CLARA COUNTY**

**COVID-19 alert**

Coronavirus disease  
California, CA

Home Page    News    Events    Contact Us

Home Page    News    Events    Contact Us

**Coping**

Be kind to your mind  
Be kind to your mind

Mental health problems are common. Here are some ways to cope with them and promote well-being.

**Pause. Breathe. Notice how you feel**

Take slow, deep breaths, stretch, or meditate. Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.

**Take breaks from COVID-19 content**

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

**Make time to sleep and exercise**

Reach out and stay connected

Seek help if overwhelmed or unsafe

Statistics

**DAILY CHANGE IN SANTA CLARA COUNTY**

**Snippet**

**Overview:**

(red color indicates new text)

**Tip**

Pause. Breathe. Notice how you feel.

Take breaks from upsetting content

**Text snippet**

Take slow deep breaths, stretch, or meditate

Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

**Additional content links**

\_\_\_\_\_

\_\_\_\_\_

Take care of your body

- **Exercise regularly.**  
Even one session of moderate-to-vigorous physical activity reduces anxiety, and even short bouts of physical activity are beneficial.
- **Get plenty of sleep.**  
Be consistent. Go to bed at the same time each night and get up at the same time each morning, including on the weekends
- **Try to eat healthy, well-balanced meals.** Add healthy fats, cut sodium, bump up your fiber, and aim for a variety of colors on your plate.
- **Avoid alcohol and drugs.**

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Reach out and stay connected

Talk with people you trust about your concerns and how you are feeling.  
Check in with your loved ones often. It can help you and your loved ones feel less lonely and isolated.

Seek help if overwhelmed or unsafe

If you, or someone you care about, are feeling overwhelmed with emotions like sadness, depression, or anxiety, or feel like you want to harm yourself or others:

- Call 911.
- Visit the \_\_\_\_\_.
- Visit the \_\_\_\_\_.

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Stanley Onyimba  
**Sent:** Wed, 17 Jun 2020 08:13:27 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Smith, Fred (CDC/OD/OADC); Jan Antonaros  
**Subject:** Re: Mental Wellness Resources on Search

Hi Carol,

We are open to a light-weight agreement generally. I mentioned the weekly meeting as a forum for our organizations to discuss COVID-19 related work specific to and beyond the screener. It is also a natural opportunity for us to explore short term and long term parallel paths for ongoing collaborations.

Also, we typically default to collaboration agreements rather than MOUs (similar concept) so I will take a first pass at a draft for you to share with your legal team. I'll look to share a draft with you by next week. It would be great if you could follow up with Anita and Leslie on scheduling in the meantime.

Thanks,  
Stanley

On Fri, Jun 12, 2020 at 4:36 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

This sounds great. Let me run it by our experts in this area and get back to you. Also, our legal office would prefer we get a MOU in place on this type work, I know you mentioned a call is that because you have concerns about that approach?

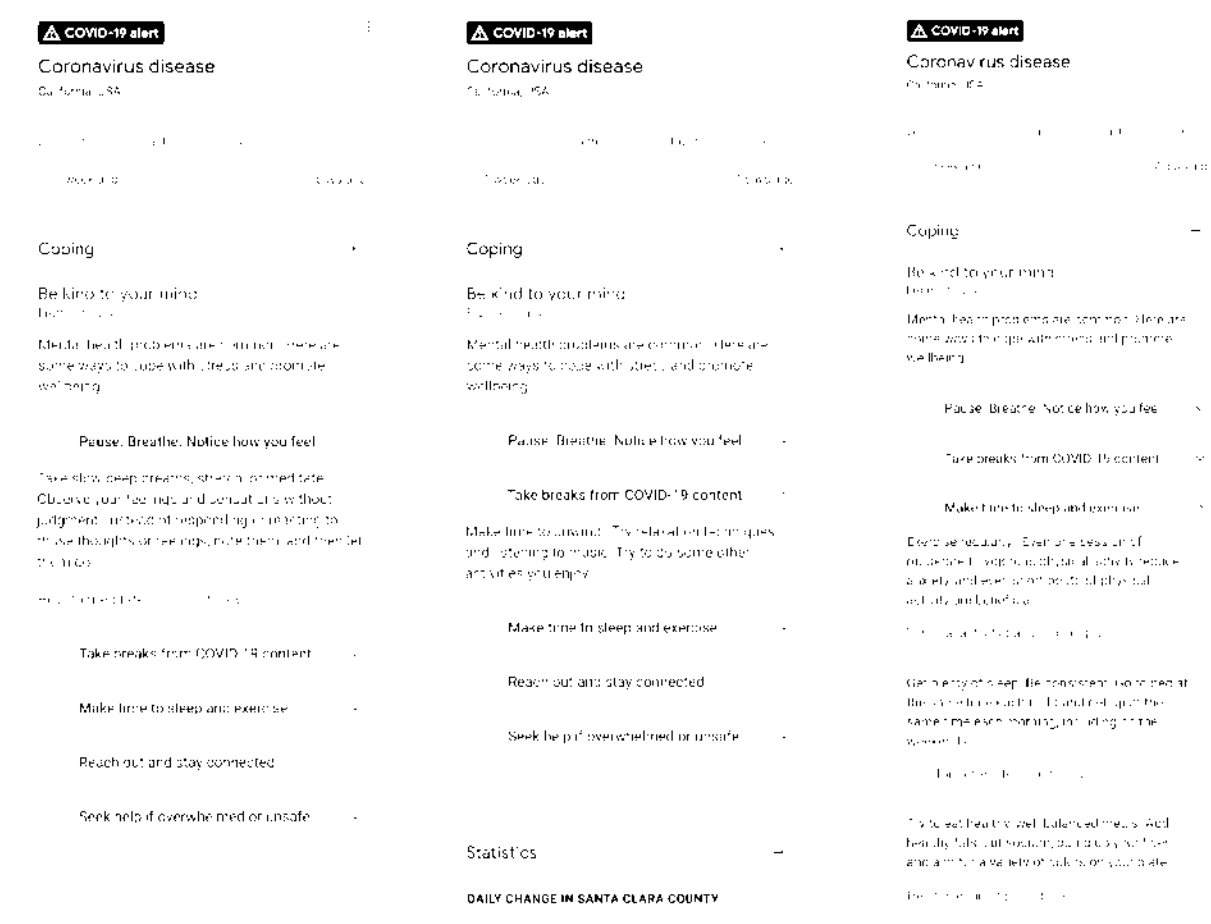
**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, June 11, 2020 5:05 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Mental Wellness Resources on Search

Hi Carol and Fred,

We are excited to share that we will be adding mental wellness resources to the COVID-19 Knowledge Panel. Specifically, we plan to add Be Kind to Your Mind tips to a "Coping" tab on the Search page and include text snippets from the CDC's website in an expandable dropdown for each tip. The goal of the

expanded view is to provide users with more context and resources for applying the five tips from the Be Kind to Your Mind campaign. Please see the following illustrative mocks and text snippets for your reference and let us know if you have any questions or concerns.

**Illustrative Mock:**



**Snippet Overview:**

(red color indicates new text)

Tip	Text snippet	Additional content links
Pause. Breathe. Notice how you feel.	Take slow deep breaths, stretch, or meditate	<a href="#">_____</a> <a href="#">_____</a>
	Observe your feelings and sensations without judgment. Instead of responding or reacting to those thoughts or feelings, note them, and then let them go.	



Take breaks from upsetting content

Make time to unwind. Try relaxation techniques and listening to music. Try to do some other activities you enjoy.

Take care of your body

- **Exercise regularly.** Even one session of moderate-to-vigorous physical activity reduces anxiety, and even short bouts of physical activity are beneficial.
- **Get plenty of sleep.** Be consistent. Go to bed at the same time each night and get up at the same time each morning, including on the weekends
- **Try to eat healthy, well-balanced meals.** Add healthy fats, cut sodium, bump up your fiber, and aim for a variety of colors on your plate.
- **Avoid alcohol and drugs.**

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Reach out and stay connected

Talk with people you trust about your concerns and how you are feeling.

Check in with your loved ones often. It can help you and your loved ones feel less lonely and isolated.

Seek help if overwhelmed or unsafe

If you, or someone you care about, are feeling overwhelmed with emotions like sadness, depression, or anxiety, or feel like you want to harm yourself or others:

- Call 911.
- Visit the \_\_\_\_\_.
- Visit the \_\_\_\_\_.

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | sonyimba@google.com

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 20 Mar 2020 23:40:02 +0000  
**To:** Jan Antonaros  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD); Bonander, Jason (CDC/OCOO/OCIO); Crawford, Carol Y. (CDC/OD/OADC); Jernigan, Daniel B. (CDC/DDID/NCIRD/ID); Burns, Erin (CDC/DDID/NCIRD/ID); OConnor, John (CDC/DDID/NCEZID/OD); Megan Ryskamp; Stanley Onyimba  
**Subject:** RE: Quick Call with Google

Sounds great.

Thanks Jan

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, March 20, 2020 7:32 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <dbj0@cdc.gov>; Burns, Erin (CDC/DDID/NCIRD/ID) <eub5@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: Quick Call with Google

This email contains confidential information

Dear CDC Team,

Thank you for your time and feedback on considerations for the CDC self-checker. We hope to connect with you again tomorrow.

We've shared your feedback with our product teams and agreed to the following plan:

1. Launch microsite tonight **without** a link to the CDC screener but **with** a link to the high-level [CDC COVID-19 page](#) (already on Search and YT) which does not have a link to the self-checker
2. Follow up with CDC this weekend after Saturday, 1pm EST CDC meeting to discuss protocol outcomes and ramp plan for microsite and Search
3. Add CDC screener landing page link to microsite pending outcome of CDC call on Saturday
4. Begin phased ramp on Search (Monday goal) after linking to CDC screener from microsite (Sunday goal)

Please let us know in the next hour or so if you have any concerns on the above plan or specific feedback on the mocks.

We also anticipate getting questions from reporters when we launch about why we did not link to the CDC self-checker. We hope that you are comfortable with us mentioning, on background, that we are continuing discussions with the CDC on when to include a link to their self-checker.

Please also let us know what time works for a brief call this weekend.

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, Mar 19, 2020 at 10:54 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
This email contains confidential information

Hi Fred and CDC Team,

Thanks so much for this input. We have checked with our team and will most likely launch our site (with the information below) tomorrow evening - traffic is likely to be smaller. We are likely to include this in a Search experience the day following, which would likely have significantly higher volumes. We hope this will help give you time to better evaluate traffic. Please confirm that you're comfortable with our use of the tool and ramp-up approach and of course let us know if you'd like to set up any time early tomorrow to discuss further.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, Mar 19, 2020 at 8:49 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Jan.

We're still watching load on this. If you could hold off about a day before really driving traffic that would be great.

Let's talk tomorrow about timing

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, March 19, 2020 8:32:28 PM  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID)

<dbj0@cdc.gov>; Burns, Erin (CDC/DDID/NCIRD/ID) <eub5@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>

**Subject:** Re: Quick Call with Google

Dear CDC Team,

We're excited to see that the CDC Coronavirus Self-Checker is now live! Now that the self-checker is publicly available, we would like to confirm:

1. If the CDC is comfortable with Google linking to this page as an access point to the Self-Checker on our COVID-19 microsite. We anticipate that this may cause a slight increase in traffic and would like to confirm if the site, self-checker, and bot can handle a potential increase. Our plan is to launch as soon as tomorrow.
2. If the CDC is comfortable with Google linking to this page as an access point to the Self-Checker on Search and other products. Please also confirm if the site, self-checker, and bot can handle a potentially significant (tens of millions) increase in traffic or if a phased ramp is preferred (ex: rolling out to x% of Search traffic and ramping to 100% within a week). Our plan is to launch the Search experience as soon as this weekend.
3. Please let us know if you have any concerns with the attached UIs

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Tue, Mar 17, 2020 at 4:45 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Jan, thanks again for all the Google has done thus far in this response. Some quick responses below.

Best,  
Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Tuesday, March 17, 2020 2:51 PM  
**To:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Jernigan, Daniel B.

(CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)>; Burns, Erin (CDC/DDID/NCIRD/ID) <[eub5@cdc.gov](mailto:eub5@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Quick Call with Google

Dear CDC Team,

Thank you for your time and feedback this morning. We've touched base with our product teams and wanted to share a few quick updates:

1. Call Ahead: While the CDC comms team reviews the proposed call ahead language, our product team's plan is to first launch with verbatim language from this site (<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>) today and then update the language once we hear back from the CDC team. Please feel free to reach out immediately if you have any concerns. Thank you! CDC comms, if you have feedback on what Google sent for review please let them know – thanks!
2. SOS Alert Link: The new SOS alert link Fred provided (<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>) is now live. This is great! Thank you
3. Screener: We are happy to review and provide feedback on draft language ahead of the final version. Regarding the potential geo-restriction discussion, does the CDC have specific geographies in mind to start? We look forward to hearing back from the CDC team on a final direction and have raised this request with our product teams to assess feasibility in the meantime. Thanks for your patience on this
4. AI Chat Bot: We would like to follow up on our offer to help build a new chatbot to help answer questions about COVID-19 and augment the great work happening on CDC-Info. We heard that the CDC may already have a chat bot in development and wanted to check in on whether the need still exists. If so, we are happy to share more information. Alternatively, we can point to an existing chat bot if the CDC already has a chatbot in development. CDC has a chat bot for O and A under development. Jason and I can loop back with you on this if helpful.

Sincerely,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Tue, Mar 17, 2020 at 7:56 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

11am works great for us. Will you provide a dial in?

Thank you!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Tue, Mar 17, 2020 at 7:48 AM Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)> wrote:

Hi Jan – a couple possible times:

1. 10-10:30
2. 11:00-11:30
3. 2:30-3:00
4. 4:00-4:30

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Tuesday, March 17, 2020 7:02 AM

**To:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)>; Burns, Erin (CDC/DDID/NCIRD/ID) <[cub5@cdc.gov](mailto:cub5@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Quick Call with Google

Thank you! We are standing by so please let us know what works best for you.

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, Mar 17, 2020 at 6:56 AM Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)> wrote:

Good morning Jan - will work to find a time for a quick call

---

Jason Bonander

Deputy Chief Information Officer

Centers for Disease Control and Prevention

[770.488.5606](tel:770.488.5606) | [404.323.2213](tel:404.323.2213)



**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Tuesday, March 17, 2020 5:49:26 AM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Burns, Erin (CDC/DDID/NCIRD/ID) <[eub5@cdc.gov](mailto:eub5@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>

**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Quick Call with Google

Good Morning CDC,

Hope you are all well!

Yesterday, our Google Search trends report showed CDC trending with over 2 million searches. Our team is waiting by to help continue to provide authoritative information to our users on COVID-19.

Any update on timing of copy for the screener?

Also, we heard yesterday from the WH CTO the CDC screener will end with testing locations. Could you provide us a list of these sites or links?

We are exploring aligning our Google Search home page link (currently with "Do the Five") with the new guidance. Who is the best point of contact on your team to explore this with?

Thank you,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Mon, Mar 16, 2020 at 3:16 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

-Smith, Fred (CDC/OD/OADC) As FYI

Thanks, Anita. Looking forward to hearing from the communication team on #3 call ahead.

Thanks,

Stanley

On Mon, Mar 16, 2020 at 8:46 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

confidential and privileged

Hi All,

Also attaching a Word copy of the call ahead document just in case. Please let us know if you are able to open one of the copies.

Thanks,

Stanley

On Mon, Mar 16, 2020 at 6:39 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

confidential and privileged

CDC, attached is a PDF of COVID Local Call Ahead copy. Please let me know if you are unable to open it.

If you continue to have trouble opening it. Please try the following options to open the PDF.

1. In your browser and log out of your Google account.
2. Attempt to download the PDF and open it.

If you are unable to download the PDF using the above instructions:

1. Open an incognito window in your browser (instructions for Google Chrome [here](#)).
2. Log into your email.
3. Download the PDF and open it.

Thank you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Mon, Mar 16, 2020 at 9:11 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Google I'm not able to see the doc embedded in #3 could you please attach for us instead?

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 16 Mar 2020 13:11:44 +0000  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD);Jan Antonaros;Jernigan, Daniel B. (CDC/DDID/NCIRD/ID);Bonander, Jason (CDC/OCOO/OCIO)  
**Cc:** Megan Ryskamp;Stanley Onyimba;Burns, Erin (CDC/DDID/NCIRD/ID);OConnor, John (CDC/DDID/NCEZID/OD)  
**Subject:** RE: Quick Call with Google

Google – I'm not able to see the doc embedded in #3 – could you please attach for us instead?

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>  
**Sent:** Sunday, March 15, 2020 10:51 PM  
**To:** Jan Antonaros <jantonaros@google.com>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <dbj0@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>  
**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; Burns, Erin (CDC/DDID/NCIRD/ID) <eub5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <jpo2@cdc.gov>  
**Subject:** Re: Quick Call with Google

Thanks so much for touching base Jan.

We will send the bot link as soon as we have it. Thanks for the state link info. We will let our state partners know tomorrow about that and communicate any changes they have to you.

For item 3, adding our communications folks to weigh in. John, carol, can you please weigh in?

Thanks again for all these great pushes!  
Best,  
Anita

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Sunday, March 15, 2020 9:56 PM  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD); Jernigan, Daniel B. (CDC/DDID/NCIRD/ID); Bonander, Jason (CDC/OCOO/OCIO)  
**Cc:** Megan Ryskamp; Stanley Onyimba  
**Subject:** Re: Quick Call with Google

This email contains confidential information

Dear Anita & CDC Team,

Thank you so much for keeping us updated. A few more questions have evolved from our side, so let us know if you have any feedback.

1. Screener (per email below): While we'd like to link to the CDC Screener from multiple products and services (see more detail below), on our COVID-19 information website specifically we are planning to use the following language. Please flag for us immediately if you have any concerns with this language, as we plan to lock our copy for the website in the next few hours:
  - a. If you experience flu-like symptoms or have concerns that you have been exposed to COVID-19, take an online self-assessment (insert link to CDC)that can help determine next steps.
  - b. If you experience flu-like symptoms or have concerns that you have been exposed to COVID-19, follow the guidance of the Centers for Disease Control and Prevention.
2. State Health Authorities (per email below): We will move forward with the links for state health authority websites, but please do feel free to flag for us if there are any concerns.
3. Call Ahead (per email below) - We've taken the language and link you provided and worked to see how we might incorporate text into our product experiences, per your feedback that it would be helpful. Per your suggestion, we've included adoc that shows what text we might be able to incorporate. Would you be willing to review and suggest edits where needed?

We look forward to hearing from you.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Sun, Mar 15, 2020 at 1:39 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
This email contains confidential information

Dear Anita & CDC Team,

Per our email below, I wanted to follow up on a few points, and see if there are some elements we could move forward on from our side (we have engineers standing by!)

1. Screener (per email below): do you have any more insights on when this might go live from your side? You had mentioned that you would send a draft copy ahead of time, so we can prepare on our side. We wanted to understand if it would be possible to receive it soon?
2. State Health Authorities (per email below): do you have any changes to the list? Otherwise we will move forward with these links. We're hoping to get this confirmed very shortly so our team can start building.
3. Call Ahead (per email below) - we're good on that item for now (thanks for sending text!)

Let us know if there's anything else we can do to help move this forward.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Sat, Mar 14, 2020 at 10:23 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
This email contains confidential information

Dear Anita & CDC Team,

Thank you so much for the call we had earlier today on our joint efforts to improve public awareness for the prevention of COVID-19. We wanted to follow up to outline what we discussed in our call as well as some of the details before we proceed.

1. Google may provide a link/integration to the CDC Screener tool from our products and services once that has been launched (~1 day)
  - a. As discussed, please send your draft copy or whatever other details we can get in advance of your launch so that we can prepare to link/integrate with the CDC Screener as soon as possible. (by 3/15 morning)
2. Google may surface information on COVID-19 resources and testing site locations from a) state health authorities and, when ready: b) retail testing center locations and c) healthcare provider testing location.
  - a. State Health Authorities - Please see the attached list of State Health Authorities.
    - i. Please confirm that this is an accurate list for displaying COVID-19 related resources on our products and services.
    - ii. You mentioned you'd be willing to send a note to these state authorities to give them a heads up that we may be sending traffic to their sites. Here's a paragraph you could use to describe the effort to them:
      1. Confidential: We are writing to notify you that Google LLC is planning to launch a site/products in the next day or so to inform users about the COVID-19 resources. We will be including a link to these State Health Authority Websites that contain information on COVID-19. If you have any concerns or experience any traffic related issues, please reach out.
3. Thank you for quickly providing the "call ahead" text below. Per your guidance, we may use the text on our Google products and services when users are searching for COVID-19-related information.
  - a. Text: "Call your doctor: If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice."
  - b. <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>

For all of these products and services we plan to attribute this information to the CDC whenever possible. Thank you for your collaboration.

Sincerely,

Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Sat, Mar 14, 2020 at 5:38 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
And on the who-- it will be Megan Ryskamp, Stanley Onyimba and myself to ask a few questions for a possible product launch next week.

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Sat, Mar 14, 2020 at 5:27 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
yes, regarding the screener following up from this morning but with just our Google team. We will make ourselves available when you can talk.

Thank you!

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Sat, Mar 14, 2020 at 5:24 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:  
Sure – can you share what aspect and with who? Want to be sure I have the right folks on from my end.

Best,  
Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Saturday, March 14, 2020 4:36 PM



**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>

**Subject:** Quick Call with Google

Hi Anita,

Do you have 5-10 minutes for a quick call with our senior team today to answer a few questions?

Thank you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

**From:** Jan Antonaros  
**Sent:** Thu, 19 Mar 2020 20:32:28 -0400  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD)  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO);Smith, Fred (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);Jernigan, Daniel B. (CDC/DDID/NCIRD/ID);Burns, Erin (CDC/DDID/NCIRD/ID);OConnor, John (CDC/DDID/NCEZID/OD);Megan Ryskamp;Stanley Onyimba  
**Subject:** Re: Quick Call with Google  
**Attachments:** CDC Microsite and Search Mocks [Confidential].docx

Dear CDC Team,

We're excited to see that the CDC Coronavirus Self-Checker is now live! Now that the self-checker is publicly available, we would like to confirm:

1. If the CDC is comfortable with Google linking to this page as an access point to the Self-Checker on our COVID-19 microsite. We anticipate that this may cause a slight increase in traffic and would like to confirm if the site, self-checker, and bot can handle a potential increase. Our plan is to launch as soon as tomorrow.
2. If the CDC is comfortable with Google linking to this page as an access point to the Self-Checker on Search and other products. Please also confirm if the site, self-checker, and bot can handle a potentially significant (tens of millions) increase in traffic or if a phased ramp is preferred (ex: rolling out to x% of Search traffic and ramping to 100% within a week). Our plan is to launch the Search experience as soon as this weekend.
3. Please let us know if you have any concerns with the attached UIs

Thanks,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Tue, Mar 17, 2020 at 4:45 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Jan, thanks again for all the Google has done thus far in this response. Some quick responses below.

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Tuesday, March 17, 2020 2:51 PM  
**To:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)>; Burns, Erin (CDC/DDID/NCIRD/ID) <[eub5@cdc.gov](mailto:eub5@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Quick Call with Google

Dear CDC Team,

Thank you for your time and feedback this morning. We've touched base with our product teams and wanted to share a few quick updates:

1. Call Ahead: While the CDC comms team reviews the proposed call ahead language, our product team's plan is to first launch with verbatim language from this site (<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>) today and then update the language once we hear back from the CDC team. Please feel free to reach out immediately if you have any concerns. Thank you! CDC comms, if you have feedback on what Google sent for review please let them know – thanks!
2. SOS Alert Link: The new SOS alert link Fred provided (<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>) is now live. This is great! Thank you
3. Screener: We are happy to review and provide feedback on draft language ahead of the final version. Regarding the potential geo-restriction discussion, does the CDC have specific geographies in mind to start? We look forward to hearing back from the CDC team on a final direction and have raised this request with our product teams to assess feasibility in the meantime. Thanks for your patience on this
4. AI Chat Bot: We would like to follow up on our offer to help build a new chatbot to help answer questions about COVID-19 and augment the great work happening on CDC-Info. We heard that the CDC may already have a chat bot in development and wanted to check in on whether the need still exists. If so, we are happy to share more information. Alternatively, we can point to an existing chat bot if the CDC already has a chatbot in development. CDC has a chat bot for O and A under development. Jason and I can loop back with you on this if helpful.

Sincerely,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, Mar 17, 2020 at 7:56 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

11am works great for us. Will you provide a dial in?

Thank you!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, Mar 17, 2020 at 7:48 AM Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)> wrote:

Hi Jan a couple possible times:

1. 10-10:30
2. 11:00-11:30
3. 2:30-3:00

4. 4:00-4:30

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Tuesday, March 17, 2020 7:02 AM  
**To:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)>; Burns, Erin (CDC/DDID/NCIRD/ID) <[cub5@cdc.gov](mailto:cub5@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Quick Call with Google

Thank you! We are standing by so please let us know what works best for you.

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, Mar 17, 2020 at 6:56 AM Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)> wrote:

Good morning Jan - will work to find a time for a quick call

---

Jason Bonander

Deputy Chief Information Officer

Centers for Disease Control and Prevention

770.488.5606 | 404.323.2213

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Tuesday, March 17, 2020 5:49:26 AM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Jernigan, Daniel B. (CDC/DDID/NCIRD/ID) <[dbj0@cdc.gov](mailto:dbj0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Burns, Erin (CDC/DDID/NCIRD/ID) <[cub5@cdc.gov](mailto:cub5@cdc.gov)>; OConnor, John (CDC/DDID/NCEZID/OD) <[jpo2@cdc.gov](mailto:jpo2@cdc.gov)>

**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Quick Call with Google

Good Morning CDC,

Hope you are all well!

Yesterday, our Google Search trends report showed CDC trending with over 2 million searches. Our team is waiting by to help continue to provide authoritative information to our users on COVID-19.

Any update on timing of copy for the screener?

Also, we heard yesterday from the WH CTO the CDC screener will end with testing locations. Could you provide us a list of these sites or links?

We are exploring aligning our Google Search home page link (currently with "Do the Five") with the new guidance. Who is the best point of contact on your team to explore this with?

Thank you,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Mon, Mar 16, 2020 at 3:16 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

-Smith, Fred (CDC/OD/OADC) As FYI

Thanks, Anita. Looking forward to hearing from the communication team on #3 call ahead.

Thanks,

Stanley

On Mon, Mar 16, 2020 at 8:46 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

confidential and privileged

Hi All,

Also attaching a Word copy of the call ahead document just in case. Please let us know if you are able to open one of the copies.

Thanks,

Stanley

On Mon, Mar 16, 2020 at 6:39 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

confidential and privileged

CDC, attached is a PDF of COVID Local Call Ahead copy. Please let me know if you are unable to open it.

If you continue to have trouble opening it. Please try the following options to open the PDF.

1. In your browser and log out of your Google account.
2. Attempt to download the PDF and open it.

If you are unable to download the PDF using the above instructions:

1. Open an incognito window in your browser (instructions for Google Chrome [here](#)).
2. Log into your email.
3. Download the PDF and open it.

Thank you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)



On Mon, Mar 16, 2020 at 9:11 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Google I'm not able to see the doc embedded in #3 could you please attach for us instead?

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

# CONFIDENTIAL

## Microsite draft mock:

Learn more about COVID-19

We'll be updating this regularly as more resources become available, including a COVID-19 risk assessment tool from the CDC and testing locations.

Microsite content

### Coronavirus disease (COVID-19)

Learn more about COVID-19

Learn more on who.int

### Help & information

**COVID-19 Alert**

Information about COVID-19 in the U.S.

[cdc.gov](#) [cdc.gov \(cached\)](#)

Coronavirus advisory information

[who.int](#) [who.int \(cached\)](#)

What to do if you are sick

[cdc.gov](#)

Find resources in your area:

[cdc.gov](#)

### Safety and prevention tips

**DO THE FIVE**

**CORONAVIRUS**

Why is it recommended to avoid close contact with anyone who has fever and cough?

**COVID-19**

## Search page draft mock:



Coronavirus: How to protect yourself and others

Top stories

Coronavirus live updates: US death toll hits 17 including first in California, LA declines

Academics by cancels spring break study abroad trip due to coronavirus

Coronavirus outbreak spreads across the world - Live updates

View all

Coronavirus: Home - CDC

Home - Coronavirus (COVID-19) - CDC
This page provides information about the coronavirus disease (COVID-19) and how to protect yourself and others. It includes information on symptoms, testing, and treatment.

Coronavirus: Home - CDC

Home - Coronavirus (COVID-19) - CDC
This page provides information about the coronavirus disease (COVID-19) and how to protect yourself and others. It includes information on symptoms, testing, and treatment.

Coronavirus: Home - CDC

Home - Coronavirus (COVID-19) - CDC
This page provides information about the coronavirus disease (COVID-19) and how to protect yourself and others. It includes information on symptoms, testing, and treatment.

COVID-19 alert

Coronavirus disease (COVID-19)

OVERVIEW SYMPTOMS PREVENTION TREATMENTS

Help and information

Information about COVID-19 in the United States

cdc.gov

Affected area map

experience.arcgis.com

What to do if you are sick

cdc.gov

About

Information about the CDC's COVID-19 response

Information about the CDC's COVID-19 response

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Tue, 14 Apr 2020 15:28:20 +0000  
**To:** Airton Tatoug Kamdem;Annie Lewis;Payton Itheme  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** RE: Request for Assistance: CDC Ads "In Review" Status

Thank you. I see that now too. Also looks like we have no errors at the moment. YAY!

Thanks again,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, April 14, 2020 10:02 AM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>;  
Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR)  
<[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** Re: Request for Assistance: CDC Ads "In Review" Status

Hi Marie,

Hope all is well, thank you for the update.  
It looks like these are now all active. Please let us know if you notice otherwise on your end.

Best,  
Airton | Government  
**FACEBOOK**

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Date:** Monday, April 13, 2020 at 9:05 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton  
Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)"  
<[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** Request for Assistance: CDC Ads "In Review" Status

Hey Facebook team,

Happy Monday! The 7 ads we sent you for review at the end of last week and you confirmed they didn't need disclaimer are sitting in "In Review" status. Two new ads are "active," YAY (ASL Video Promotion 4.13 and Social Distancing: Protect Yourself Animated Video 4.13)!

The four in "In Review" status are:

- Stop Spread: Domino Effect Video 4.13
- Prepare Sick Room Image 4.13
- Maternal Health Carousel 4.13
- Do's & Don'ts Cloth Face Coverings Video 4.13

One is in "Learning" status:

- Cloth Face Covering Carousel 4.13

Any assistance you could give to get this active would be appreciated. These ads include some of CDC's priority messages about social distancing and cloth face coverings. If you have any questions or concerns, please feel free to email or call (number below).

Thank you for your time and consideration,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
MBallman@cdc.gov  
Telework Days: Monday through Friday

**From:** Kevin Hatcher  
**Sent:** Mon, 6 Apr 2020 15:37:35 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Ihome  
**Subject:** Re: Review: At Risk Mocks for launch tomorrow  
**Attachments:** image001.jpg

Hi Carol,

Happy to make these edits.

After we launch v1 we'll turn over the reins to our Health and Content teams to manage and update the content. Our thinking is that we can add this as an agenda item to your existing standing meetings with Payton and Priya. The health team will note your requested changes at the meeting, and we'll work with our colleagues on Content to push out the updates within 7 days (maximum) following the meeting. Let me know if that makes sense on your end.

Best,

Kevin

P.S. I saw this article in time this morning which is incredibly relevant to this project. Hoping we can help those folks/communities get the info they need to protect themselves:<https://time.com/5813711/coronavirus-underlying-conditions/>

Sent from my iPhone

On Apr 6, 2020, at 7:18 AM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5) Do we have to notify you each time we think that content has changed or will Facebook be monitoring?

**From:** Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>  
**Sent:** Monday, April 6, 2020 10:09 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** RE: Review: At Risk Mocks for launch tomorrow

(b)(5)

(b)(5)

(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Monday, April 6, 2020 7:52 AM  
**To:** Young, Cathy (CDC/DDID/NCEZID/OD) <cay2@cdc.gov>  
**Subject:** Review: At Risk Mocks for launch tomorrow

Can you have someone review the Facebook mockup for at-risk? They want to launch tomorrow. I'll have the general parts reviewed by JIC content.

<https://www.alpha.facebook.com/groups/515107362709872/?ref=share>

(b)(5)



**From:** Stanley Onyimba  
**Sent:** Thu, 16 Jul 2020 18:45:19 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Smith, Fred (CDC/OD/OADC); Jan Antonaros  
**Subject:** Re: Screener  
**Attachments:** A\_C Privileged COVID Claims for ACIP.pdf

Hi Carol,

Thanks again for your time yesterday and please extend our gratitude to Cynthia for being so accommodating. As a follow up, I've attached the list of common COVID vaccine myths Cynthia requested. Feel free to pass along the attached PDF to the ACIP board and share any feedback on if these are all false or if any lack consensus.

On a separate note, would you mind confirming if:

1) The CDC is comfortable with the Google tagging the CDC in the following Tweet:

(b)(5)

2) The CDC still recommends staying home for 14 days after international travel

Thanks,  
Stanley

On Tue, Jul 14, 2020 at 2:08 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Yes, once again you've come through with perfect timing! I'll send an invitation for 3:30-4:30pm shortly. Thanks so much for your help and feel free to add the right folks on your end to the invitation.

On Tue, Jul 14, 2020 at 1:54 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Stanley would sometime between 3-4:30 EST tomorrow work?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 14, 2020 2:50 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Screener

Thanks for the quick responses!

@Crawford, Carol Y. (CDC/OD/OADC) - thanks for your help in connecting with the right folks. I know scheduling is extremely tricky this time of year but there is a bit of urgency on this specific topic as we're seeing a lot of anti-vaxx content lately and need to act quickly from a policy standpoint. In general, we use CDC/WHO guidelines and input to inform our COVID policies (ex: YouTube video enforcement). Our executives are planning to review a proposal this Friday and we want to make sure to have CDC input ahead of time. Even a brief 15min conversation could work tomorrow or Thursday if possible.

@Smith, Fred (CDC/OD/OADC) - email coming your way soon.

On Tue, Jul 14, 2020 at 10:44 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

And on #1. Sure. Look forward to seeing the email

Fred

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Tuesday, July 14, 2020 1:44 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** RE: Screener

I'm piping in on #2. Yes, I know the contacts and agree on a separate call. I think it would be difficult to arrange a meeting so quickly. Could we consider Monday instead? 2pm EST looks good. I just happened to have the schedules right in front of me and schedules are tight. Perhaps there is urgency I'm not aware of, if so, I can check on tomorrow if a must do.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 14, 2020 1:34 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Screener

Hi Carol and Fred,

We wanted to follow up with you on a few non-screener topics from our last call.

1. FDA Connection on Question Hub: The FDA is interested in connecting with our Question Hub contacts for CDC as the FDA explores creating a misinformation site. Per our discussion, we will send a separate note introducing the FDA to you both. Feel free to connect them to the correct folks on your end.
2. We're interested in connecting with your team that addresses vaccine information/misinformation as it will be helpful for our own content policy work in those areas. To make the best use of the CDC's time, I think it would be helpful to have a separate meeting on this topic with a smaller group rather than discussing it on our weekly screener call. **Would you mind connecting us with the right folks on your end for a brief call today or tomorrow?**

Please let us know if you have any questions.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 9:38 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

- most others

Hi Fred,

Thanks for your help in coordinating a meeting time in the midst of a holiday week and team transition. I know how tough it can be to drive cross functional efforts while navigating an ever-

changing environment. That being said, I am planning to join today's call despite being out of office officially. Wouldn't want to miss a chance to meet with the CDC dream team :)

Hi Carol - You may have been planning to join today's call already but I wanted to flag that we have a few new COVID-19 related topics to discuss including the lightweight agreement approach and would love your input. We plan to dive deeper into the screener discussion next week when the product team is able to join.

Thanks,

Stanley

On Mon, Jul 6, 2020 at 6:10 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Good morning Stanley and Jan

I hope you had a good weekend and a good holiday.

Wednesdays from 1-1:30 would be a good time for the CDC team to regularly meet.

We look forward to talking with you.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Wednesday, July 1, 2020 2:58 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Trout, Douglas (CDC/NIOSH/DFSE/HETAB) <[dyl1@cdc.gov](mailto:dyl1@cdc.gov)>; Burton, Deron (CDC/DDID/NCHHSTP/OD) <[akq7@cdc.gov](mailto:akq7@cdc.gov)>; Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) <[yet7@cdc.gov](mailto:yet7@cdc.gov)>

**Subject:** Re: Screener

Hi CDC Team,

Given the holiday, we can skip this week's sync and plan to resume with the weekly cadence next week.

@Crawford, Carol Y. (CDC/OD/OADC) @Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) **Could you confirm a few times that work for a standing weekly call?** I will coordinate on the Google side and share a calendar invitation that works for the group.

Separately, we noticed that the "asymptomatic" pathway in the CDC screener removed international travel as a risk factor; however, the CDC recommends staying home for 14 days after international travel [on this page](#). Could you confirm if the 14 day international travel guidance is still recommended?

Thanks,  
Stanley

On Fri, Jun 26, 2020 at 9:52 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi CDC team,

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To confirm, the Google-hosted COVID-19 screener will move to reflect the CDC's GitHub content rather than the prior content we had shared with you. Our goal is to implement this change prior to July 4th in order to align with the latest CDC clinical protocol as guidance evolves. We plan to proceed with text

attribution (ex: "Based on a CDC open source project") for now and can add the CDC logo back to the screener with the CDC's approval.

Crawford, Carol Y. (CDC/OD/OADC) - perhaps we could simplify logo approval by adding an amendment to the Be Kind to Your Mind logo agreement?

Thanks,  
Stanley

On Fri, Jun 19, 2020 at 8:51 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Good Morning,

5pm on Monday works great. I will send around a calendar invite with a dial in number to this group. Please feel free to include other CDC teammates.

Thank you!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Fri, Jun 19, 2020 at 11:25 AM Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)> wrote:

Hi all I am rolling off COVID work so adding Deron, Doug and Runa who are appropriate contacts for CDC.

Thanks,

Alex

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>  
**Sent:** Friday, June 19, 2020 11:11 AM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** RE: Screener

Hi Stanley and Jan,

Thanks for reaching to Carol regarding the weekly meetings on the screener. I didn't realize that the recurring meetings never got stood up. The team for the decision tree has evolved. Adding Alex and Patty to the thread for the screener.

Happy to be on the first call to help transition some of the screener activities. Not sure what alex or patty's schedules look like but I can be on a call to connect on the google screener today at 5pm or Monday at 5pm. If there are other times that work for everyone please let me know.

Also looping in Fred, Carol and Jason given some of the other work with Google that is underway with CDC.

Best,

Anita

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, June 2, 2020 7:53 PM  
**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** Re: Screener

-Patel, Manisha M. (CDC/DDID/NCIRD/DVD)

Hi CDC team,

We are eager to continue the screener discussion from last week and would like to connect on a call tomorrow if possible. I'll share an invitation for **1pm EST tomorrow** as a one-off and we can confirm a time for our weekly meetings later if Wednesdays do not work for the group.

Thanks,  
Stanley

On Fri, May 29, 2020 at 2:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Anita and Leslie,

Thanks again for your time this week and (b)(5)

(b)(5)

We also look forward to kicking off weekly calls with your team. Please let us know when works best (perhaps Wednesdays between 1pm-2pm EST?) and we will share a calendar invitation.

Thanks,  
Stanley



On Wed, May 27, 2020 at 4:15 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Anita and Leslie,

Thank you very much for the call today. We wanted to follow up to confirm our discussion and your feedback on our plan outlined below.

We also look forward to scheduling weekly calls to continue a regular check-in regarding updates. Please let us know what works best for your schedule.

Thanks again,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Wed, May 27, 2020 at 4:22 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

I will send around a dial in for 5:30pm today to everyone on this thread. We look forward to connecting then.

Thank you!

Jan Fowler Antonaros

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Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Wed, May 27, 2020 at 4:15 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Hi Stanley,

I can be available at 530pm-6pm today. not sure if that works for others on the thread. Thanks

Anita

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Wednesday, May 27, 2020 1:56 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NIIE3@cdc.gov](mailto:NIIE3@cdc.gov)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>

**Subject:** Re: Screener

Hi Anita and team,

Can you confirm if 5pm EST today works for a brief call on the screener? Please let us know if another time today works better.

Thanks,

Stanley

On Tue, May 26, 2020 at 9:29 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

This email contains confidential information

Hi Anita,

Hope you enjoyed the holiday weekend. (b)(5)

(b)(5)

Please let us know your availability for a brief call to discuss the proposed changes (perhaps 5pm EST today or tomorrow?)

Thanks,  
Jan

Jan Fowler Antonaros

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25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Thu, May 21, 2020 at 5:02 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Anita,

Thank you for the summary. (b)(5)

(b)(5)

We're aligning internally on availability this weekend and will get back to you shortly with a proposed time to connect.

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Thu, May 21, 2020 at 4:00 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Hi Jan,

Any chance that your team is available on Saturday? If not, I can see if we can make tomorrow work (but may be tricky).

We have some changes to talk through that may also address some of your concerns below.

Summary is as follows:

(b)(5)



I think many of these updates will address your questions/comments below.

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, May 21, 2020 3:47 PM  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mriskamp@google.com](mailto:mriskamp@google.com)>  
**Subject:** Re: Screener

Hi CDC team,

Hope you are all well. We just wanted to circle back regarding the email below on updates for the Google self-assessment tool. Could we please schedule a time to discuss the best process?

Thank you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, May 19, 2020 at 8:30 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

This email contains confidential information

Hi CDC Team,

We would like to update the [Google COVID-19 self-assessment tool](#) to reflect the latest clinical guidance integrated into the [May 1 CDC-hosted COVID-19 self-assessment protocol](#), which was uploaded to Github and has since been implemented on the CDC website. CDC approved the current version of Google's COVID-19 self-assessment tool on April 27th and we are now seeking your approval to push the updates reflected in the attached presentation. Please let us know if you are comfortable with the proposed updates or if you'd like to discuss (or if CDC has a preferred way to approach these types of updates).

We are proposing the following updates:

1. Update symptoms list to include change in smell or taste
2. Symptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Modify wording of local COVID-19 epidemiology from "widespread" to "is spreading"
  - b. Update results of 5 patient scenarios to match updated CDC testing recommendations
3. Asymptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Remove local COVID-19 epidemiology
  - a. Update logic flow and results
    1. Add care facility question
    2. Add personal protective equipment question for healthcare workers
    3. Update results for 5 patients scenarios to match updated CDC logic flow

All updates are matched to the May 1 CDC-hosted COVID-19 self-assessment protocol. Where applicable, we stayed consistent with language used in the already-approved version of Google's COVID-19 self-assessment.

We would appreciate your review, and we're of course happy to discuss wherever helpful.

Thank you,  
Jan

Jan Fowler Antonaros

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25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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## Claims about a potential COVID vaccine or COVID vaccines in development:

- A microchip will be implanted in people along with the vaccine
- People will receive a quantum dot tattoo when they get the vaccine dose
- Quantum dot tattoos will be required for anyone who gets the vaccine
- The vaccine will include a tracking device
- The U.S. government will track the whereabouts of people who have the vaccine
- Vaccine databases will be:
  - shared with law enforcement
  - used to prohibit travel for those unvaccinated
  - Used to prohibit access to social services (education, food subsidies)
  - Used to prohibit access to financial services, such as loans, credit, etc.
- Vaccine trials are targeting:
  - Ethnic minorities
  - Pregnant women
  - Children
- The vaccine will have a significant mortality rate, for example:
  - Will kill millions
  - Will kill more than the virus itself
  - Will have a fatality rate above .01%
  - Will kill children
  - Will kill ethnic minorities
- The vaccine will be mandated
  - The federal government will force all citizens to be vaccinated
  - An individual (including Bill Gates or Dr. Fauci) will force citizens to be vaccinated
  - A private corporation will force people to be vaccinated
- The vaccine will cause serious side effects, including:

- Infertility
  - Infertility to a specific ethnic group
- The vaccine is being rushed and will not be safe because safety and ethical protocols are not being followed
- Only certain ethnic groups will get the vaccine because they're being used as guinea pigs
- Certain ethnic groups will be forced to get the vaccine first
- The flu shot causes COVID
- Getting the flu shot weakens your immunity and makes you susceptible to COVID

**From:** Stanley Onyimba  
**Sent:** Tue, 14 Jul 2020 16:09:43 -0700  
**To:** Jan Antonaros  
**Cc:** Smith, Fred (CDC/OD/OADC); Kallen, Alexander (CDC/DDID/NCEZID/DHQP); Patel, Anita (CDC/DDID/NCIRD/OD); Yu, Patricia A. (CDC/DDID/NCEZID/DPEI); Bonander, Jason (CDC/OCOO/OCIO); Crawford, Carol Y. (CDC/OD/OADC); Lee, Leslie (CDC/DDID/NCIRD/OD); Trout, Douglas (CDC/NIOSH/DFSE/HETAB); Burton, Deron (CDC/DDID/NCHHSTP/OD); Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP); Strona, Frank (CDC/DDID/NCHHSTP/DSTDP); Cropper, Tracina (CDC/DDID/NCHHSTP/DTE)  
**Subject:** Re: Screener

Hi CDC Team,

Thanks again for your time last week. We wanted to follow up on a few of the items from our last discussion:

1. **Weekly Meeting Content:** In order to make the best use of everyone's time, we thought it might be helpful to limit this group's discussions to screener-related topics only. We've shared a recurring meeting invitation for Wednesdays at 1pm EST and will follow up with Carol and Fred separately for non-screener related COVID-19 efforts.
2. **7/15/20 Meeting Cancelled:** We are cancelling tomorrow's meeting given that we are in the process of finalizing UX feedback on the current version and there have been no major changes to the screener in the past week. Please let us know if the CDC plans to make any changes to the screener this week or next.
3. **Updated Screener Tweet:** We plan to tweet the following and would like to tag the CDC in the tweet "We have updated our COVID-19 self-assessment in the US to match the latest guidance from @CDCgov. The results show the CDC's recommended next steps based on symptoms, exposure, and other risk factors. <https://landing.google.com/screener/covid19>." (b)(5)  
(b)(5)
4. **14 day international travel guidance:** We noticed that the "asymptomatic" pathway in the CDC screener removed international travel as a risk factor; however, the CDC recommends staying home for 14 days after international travel [on this page](#). Could you confirm if the 14 day international travel guidance is still recommended? This will help inform our internal policies as we explore potential office reopening strategies.

We'll continue to iterate on the agenda, content, and format of these calls moving forward as we want to make good use of everyone's time. Feel free to let us know any feedback you have.

Thanks,  
Stanley

On Mon, Jul 6, 2020 at 1:46 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
Great! Hope you were able to catch your breath as well over the holiday weekend.

We are looking forward to connecting at 1:00pm EST on Wednesday. I will send a calendar invite to this group, but please feel free to add other colleagues.

Thank you again for making the time to connect and your continued collaboration.

Jan Fowler Antonaros  
Google Government Affairs and Public Policy  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

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Good morning Stanley and Jan

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We look forward to talking with you.

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<akq7@cdc.gov>; Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) <yct7@cdc.gov>  
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Hi CDC Team,

Given the holiday, we can skip this week's sync and plan to resume with the weekly cadence next week.

@Crawford, Carol Y. (CDC/OD/OADC) @Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) **Could you confirm a few times that work for a standing weekly call?** I will coordinate on the Google side and share a calendar invitation that works for the group.

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Thanks,  
Stanley

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Hi CDC team,

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Crawford, Carol Y. (CDC/OD/OADC) - perhaps we could simplify logo approval by adding an amendment to the Be Kind to Your Mind logo agreement?

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On Fri, Jun 19, 2020 at 8:51 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Good Morning,

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Thank you!

Jan Fowler Antonaros

Google

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Washington, DC 20001

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Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Fri, Jun 19, 2020 at 11:25 AM Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)> wrote:

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Thanks,

Alex

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>  
**Sent:** Friday, June 19, 2020 11:11 AM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** RE: Screener

Hi Stanley and Jan,

Thanks for reaching to Carol regarding the weekly meetings on the screener. I didn't realize that the recurring meetings never got stood up. The team for the decision tree has evolved. Adding Alex and Patty to the thread for the screener.

Happy to be on the first call to help transition some of the screener activities. Not sure what alex or patty's schedules look like but I can be on a call to connect on the google screener today at 5pm or Monday at 5pm. If there are other times that work for everyone please let me know.

Also looping in Fred, Carol and Jason given some of the other work with Google that is underway with CDC.

Best,

Anita



**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, June 2, 2020 7:53 PM  
**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** Re: Screener

-Patel, Manisha M. (CDC/DDID/NCIRD/DVD)

Hi CDC team,

We are eager to continue the screener discussion from last week and would like to connect on a call tomorrow if possible. I'll share an invitation for **1pm EST tomorrow** as a one-off and we can confirm a time for our weekly meetings later if Wednesdays do not work for the group.

Thanks,  
Stanley

On Fri, May 29, 2020 at 2:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Anita and Leslie,

Thanks again for your time this week and (b)(5)

(b)(5)

We also look forward to kicking off weekly calls with your team. Please let us know when works best (perhaps Wednesdays between 1pm-2pm EST?) and we will share a calendar invitation.

Thanks,  
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On Wed, May 27, 2020 at 4:15 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Anita and Leslie,

Thank you very much for the call today. We wanted to follow up to confirm our discussion and your feedback on our plan outlined below.

We also look forward to scheduling weekly calls to continue a regular check-in regarding updates. Please let us know what works best for your schedule.

Thanks again,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Wed, May 27, 2020 at 4:22 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

I will send around a dial in for 5:30pm today to everyone on this thread. We look forward to connecting then.

Thank you!

Jan Fowler Antonaros

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Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Wed, May 27, 2020 at 4:15 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Hi Stanley,

I can be available at 530pm-6pm today. not sure if that works for others on the thread. Thanks

Anita

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Wednesday, May 27, 2020 1:56 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NIIE3@cdc.gov](mailto:NIIE3@cdc.gov)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>

**Subject:** Re: Screener

Hi Anita and team,

Can you confirm if 5pm EST today works for a brief call on the screener? Please let us know if another time today works better.

Thanks,

Stanley

On Tue, May 26, 2020 at 9:29 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

This email contains confidential information

Hi Anita,

Hope you enjoyed the holiday weekend. (b)(5)

(b)(5)

Please let us know your availability for a brief call to discuss the proposed changes (perhaps 5pm EST today or tomorrow?)

Thanks,  
Jan

Jan Fowler Antonaros

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25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Thu, May 21, 2020 at 5:02 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Anita,

Thank you for the summary. (b)(5)

(b)(5) We're aligning internally on availability this weekend and will get back to you shortly with a proposed time to connect.

Thanks,  
Jan

Jan Fowler Antonaros

Google

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Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Thu, May 21, 2020 at 4:00 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Hi Jan,

Any chance that your team is available on Saturday? If not, I can see if we can make tomorrow work (but may be tricky).

We have some changes to talk through that may also address some of your concerns below.

Summary is as follows:

(b)(5)



I think many of these updates will address your questions/comments below.

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, May 21, 2020 3:47 PM  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Subject:** Re: Screener

Hi CDC team,

Hope you are all well. We just wanted to circle back regarding the email below on updates for the Google self-assessment tool. Could we please schedule a time to discuss the best process?

Thank you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, May 19, 2020 at 8:30 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

This email contains confidential information

Hi CDC Team,

We would like to update the [Google COVID-19 self-assessment tool](#) to reflect the latest clinical guidance integrated into the [May 1 CDC-hosted COVID-19 self-assessment protocol](#), which was uploaded to Github and has since been implemented on the CDC website. CDC approved the current version of Google's COVID-19 self-assessment tool on April 27th and we are now seeking your approval to push the updates reflected in the attached presentation. Please let us know if you are comfortable with the proposed updates or if you'd like to discuss (or if CDC has a preferred way to approach these types of updates).

We are proposing the following updates:

1. Update symptoms list to include change in smell or taste
2. Symptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Modify wording of local COVID-19 epidemiology from "widespread" to "is spreading"
  - b. Update results of 5 patient scenarios to match updated CDC testing recommendations
3. Asymptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Remove local COVID-19 epidemiology
  - a. Update logic flow and results
    1. Add care facility question
    2. Add personal protective equipment question for healthcare workers
    3. Update results for 5 patients scenarios to match updated CDC logic flow

All updates are matched to the May 1 CDC-hosted COVID-19 self-assessment protocol. Where applicable, we stayed consistent with language used in the already-approved version of Google's COVID-19 self-assessment.

We would appreciate your review, and we're of course happy to discuss wherever helpful.

Thank you,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 14 Jul 2020 19:13:59 +0000  
**To:** Stanley Onyimba  
**Subject:** RE: Screener

Ok, checking with the group, I'll be back in touch soon.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 14, 2020 2:50 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Screener

Thanks for the quick responses!

@Crawford, Carol Y. (CDC/OD/OADC) - thanks for your help in connecting with the right folks. I know scheduling is extremely tricky this time of year but there is a bit of urgency on this specific topic as we're seeing a lot of anti-vaxx content lately and need to act quickly from a policy standpoint. In general, we use CDC/WHO guidelines and input to inform our COVID policies (ex: YouTube video enforcement). Our executives are planning to review a proposal this Friday and we want to make sure to have CDC input ahead of time. Even a brief 15min conversation could work tomorrow or Thursday if possible.

@Smith, Fred (CDC/OD/OADC) - email coming your way soon.

On Tue, Jul 14, 2020 at 10:44 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
And on #1. Sure. Look forward to seeing the email

Fred

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Tuesday, July 14, 2020 1:44 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** RE: Screener

I'm piping in on #2. Yes, I know the contacts and agree on a separate call. I think it would be difficult to arrange a meeting so quickly. Could we consider Monday instead? 2pm EST looks good. I just happened to have the schedules right in front of me and schedules are tight. Perhaps there is urgency I'm not aware of, if so, I can check on tomorrow if a must do.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 14, 2020 1:34 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Screener

Hi Carol and Fred,

We wanted to follow up with you on a few non-screener topics from our last call.

1. FDA Connection on Question Hub: The FDA is interested in connecting with our Question Hub contacts for CDC as the FDA explores creating a misinformation site. Per our discussion, we will send a separate note introducing the FDA to you both. Feel free to connect them to the correct folks on your end.
2. We're interested in connecting with your team that addresses vaccine information/misinformation as it will be helpful for our own content policy work in those areas. To make the best use of the CDC's time, I think it would be helpful to have a separate meeting on this topic with a smaller group rather than discussing it on our weekly screener call. **Would you mind connecting us with the right folks on your end for a brief call today or tomorrow?**

Please let us know if you have any questions.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 9:38 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
- most others

Hi Fred,

Thanks for your help in coordinating a meeting time in the midst of a holiday week and team transition. I know how tough it can be to drive cross functional efforts while navigating an ever-changing environment. That being said, I am planning to join today's call despite being out of office officially. Wouldn't want to miss a chance to meet with the CDC dream team :)

Hi Carol - You may have been planning to join today's call already but I wanted to flag that we have a few new COVID-19 related topics to discuss including the lightweight agreement approach and would love your input. We plan to dive deeper into the screener discussion next week when the product team is able to join.

Thanks,  
Stanley

On Mon, Jul 6, 2020 at 6:10 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Good morning Stanley and Jan

I hope you had a good weekend and a good holiday.

Wednesdays from 1-1:30 would be a good time for the CDC team to regularly meet.

We look forward to talking with you.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Wednesday, July 1, 2020 2:58 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Trout, Douglas (CDC/NIOSH/DFSE/HETAB) <[dvt1@cdc.gov](mailto:dvt1@cdc.gov)>; Burton, Deron (CDC/DDID/NCHHSTP/OD) <[akq7@cdc.gov](mailto:akq7@cdc.gov)>; Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) <[yet7@cdc.gov](mailto:yet7@cdc.gov)>

**Subject:** Re: Screener

Hi CDC Team,

Given the holiday, we can skip this week's sync and plan to resume with the weekly cadence next week.

@Crawford, Carol Y. (CDC/OD/OADC) @Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) **Could you confirm a few times that work for a standing weekly call?** I will coordinate on the Google side and share a calendar invitation that works for the group.

Separately, we noticed that the "asymptomatic" pathway in the CDC screener removed international travel as a risk factor; however, the CDC recommends staying home for 14 days after international travel on this page. Could you confirm if the 14 day international travel guidance is still recommended?

Thanks,  
Stanley

On Fri, Jun 26, 2020 at 9:52 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi CDC team,

Thank you for your time this week. We are excited to work together on CDC screener updates and share relevant UX feedback ahead of future GitHub releases. As discussed, a weekly sync will provide an opportunity to exchange ideas and feedback on a regular cadence.

**Wednesdays between 1pm - 2pm EST would be ideal but please let us know a few times that work for the CDC team and we will make it work.**

To confirm, the Google-hosted COVID-19 screener will move to reflect the CDC's GitHub content rather than the prior content we had shared with you. Our goal is to implement this change prior to July 4th in order to align with the latest CDC clinical protocol as guidance evolves. We plan to proceed with text

attribution (ex: "Based on a CDC open source project") for now and can add the CDC logo back to the screener with the CDC's approval.

Crawford, Carol Y. (CDC/OD/OADC) - perhaps we could simplify logo approval by adding an amendment to the Be Kind to Your Mind logo agreement?

Thanks,  
Stanley

On Fri, Jun 19, 2020 at 8:51 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
Good Morning,

5pm on Monday works great. I will send around a calendar invite with a dial in number to this group. Please feel free to include other CDC teammates.

Thank you!

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, Jun 19, 2020 at 11:25 AM Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)> wrote:  
Hi all I am rolling off COVID work so adding Deron, Doug and Runa who are appropriate contacts for CDC.

Thanks,  
Alex

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**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
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Happy to be on the first call to help transition some of the screener activities. Not sure what alex or patty's schedules look like but I can be on a call to connect on the google screener today at 5pm or Monday at 5pm. If there are other times that work for everyone please let me know.

Also looping in Fred, Carol and Jason given some of the other work with Google that is underway with CDC.

Best,  
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**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[f9@cdc.gov](mailto:f9@cdc.gov)>  
**Subject:** Re: Screener

+[Patel, Manisha M. \(CDC/DDID/NCIRD/DVD\)](mailto:Patel, Manisha M. (CDC/DDID/NCIRD/DVD))

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Thanks,  
Stanley

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We also look forward to kicking off weekly calls with your team. Please let us know when works best (perhaps Wednesdays between 1pm-2pm EST?) and we will share a calendar invitation.

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Thanks again,  
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**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>  
**Subject:** Re: Screener

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Thanks,  
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This email contains confidential information

Hi Anita,

Hope you enjoyed the holiday weekend. We wanted to follow up on our previous email (b)(5)

(b)(5)

Please let us know your availability for a brief call to discuss the proposed changes (perhaps 5pm EST today or tomorrow?)

Thanks,  
Jan

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[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, May 21, 2020 at 5:02 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
Hi Anita,

Thank you for the summary. (b)(5)

(b)(5)

We're aligning internally on availability this weekend and will get back to you shortly with a proposed time to connect.

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)



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**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, May 21, 2020 3:47 PM

**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Subject:** Re: Screener

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This email contains confidential information

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1. Update symptoms list to include change in smell or taste
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  - a. Update exposure risk factors
    1. Remove international travel
    2. Modify wording of local COVID-19 epidemiology from "widespread" to "is spreading"
  - b. Update results of 5 patient scenarios to match updated CDC testing recommendations
3. Asymptomatic Flow
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    2. Remove local COVID-19 epidemiology
  - a. Update logic flow and results
    1. Add care facility question
    2. Add personal protective equipment question for healthcare workers
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All updates are matched to the May 1 CDC-hosted COVID-19 self-assessment protocol. Where applicable, we stayed consistent with language used in the already-approved version of Google's COVID-19 self-assessment.

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**From:** Jan Antonaros  
**Sent:** Tue, 26 May 2020 12:28:41 -0400  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD)  
**Cc:** Cohn, Amanda (CDC/DDID/NCIRD/OD); Bonander, Jason (CDC/OCOO/OCIO); Smith, Fred (CDC/OD/OADC); Stanley Onyimba; Megan Ryskamp; Lee, Leslie (CDC/DDID/NCIRD/OD); Wester, Carolyn (CDC/DDID/NCHHSTP/DVH); Patel, Manisha M. (CDC/DDID/NCIRD/DVD)  
**Subject:** Re: Screener  
**Attachments:** Proposed updates\_ COVID-19 self-assessment 5.19.20.pdf

This email contains confidential information

Hi Anita,

Hope you enjoyed the holiday weekend. We wanted to follow up on our previous email on (b)(5)

(b)(5)

Please let us know your availability for a brief call to discuss the proposed changes (perhaps 5pm EST today or tomorrow?)

Thanks,

Jan

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# Proposed updates: COVID-19 self-assessment

Based on [May 1 CDC protocol update](#)

# Overview of proposed updates

## Symptomatic pathway

Symptoms list [Slide 4](#)

Exposure risk factors [Slide 5](#)

Results [Slide 6](#)

    Scenario 1 [Slide 7](#)

    Scenario 2 [Slide 8](#)

    Scenario 3 [Slide 9](#)

    Scenario 4 [Slide 10](#)

    Scenario 5 [Slide 11](#)

## Asymptomatic pathway

Exposure risk factors [Slide 13](#)

Logic flow and results [Slide 14](#)

    Questions [Slide 15](#)

    Results [Slide 17](#)

# Symptomatic pathway

# Addition to symptoms list

Updated CDC protocol

**Q9: Do you (they) have any of the following? (Check any)**

- \* **Fever or feeling feverish (chills, sweating)**
- \* **Cough**
- \* **Sore throat**
- \* **Muscle aches or body aches**
- \* **Vomiting or diarrhea**
- \* **Change in smell or taste**
- \* **Other symptoms**

Current symptoms list

← COVID-19 self-assessment

**Do you have any of these symptoms?**

Select all that apply

- Fever, chills, or sweating**
- Difficulty breathing**  
Not severe
- New or worsening cough**
- Sore throat**
- Whole body aches**
- Vomiting or diarrhea**
- None of the above**

Exit

Proposed symptoms list

← COVID-19 self-assessment

**Do you have any of these symptoms?**

Select all that apply

- Fever, chills, or sweating**
- Difficulty breathing**  
Not severe
- New or worsening cough**
- Sore throat**
- Whole body aches**
- Vomiting or diarrhea**
- Changed sense of smell or taste**
- None of the above**

Exit

# Modification of exposure risk factors

Updated CDC protocol

**Q8: In the two weeks before you (they) felt sick, did you (they):**

- \* Have contact with someone diagnosed with COVID-19
- \* Live in or visit a place where COVID-19 is spreading

● ~~Travel internationally~~

## Current exposure risk factors

← COVID-19 self-assessment

In the last 2 weeks, did you:

Select all that apply

- Have close contact with someone who has COVID-19  
Within 6 feet
- Travel internationally
- Live in or visit a place where COVID-19 is widespread
- None of the above

## Proposed exposure risk factors

← COVID-19 self-assessment

In the last 2 weeks, did you:

Select all that apply

- Have close contact with someone who has COVID-19  
Within 6 feet
- Live in or visit a place where COVID-19 is spreading
- None of the above

# Update of results to match CDC testing recommendations

Results for the following scenarios (detailed in slides 7 to 11) contain an additional testing message to match CDC protocol's MSG\_T2. There is no change in flow logic for these scenarios.

Scenario	Age	Exposure	COVID-19 symptoms	Living in care facility	Works in health facility	Chronic conditions
1	65+	No	2+ primary COVID-19 symptoms	No	No	None
2	65+	No	1 primary COVID-19 symptoms	No	No	None
3	65+	No	Only secondary COVID-19 symptoms	No	No	None
4	65+	Yes	Only secondary COVID-19 symptoms	No	No	None
5	18+	No	Only secondary COVID-19 symptoms	No	No	1+ chronic condition

# Scenario 1

65+ year old, (-) exposure, 2+ primary COVID-19 symptoms, (-) care facility, (-) healthcare worker, (-) chronic conditions

## Updated CDC protocol

If 2 primary COVID-19 symptoms\*  
 From the Q11 - range for Q14  
 and/or multi-testing for Q20

Q19: Do you (they) live in a long-term care facility or nursing home?

Yes  
 No  
 Are you (they) age 65 or older?  
 (From Q3)

Q29: Do you (they) have any of the following conditions (check any)?  
 \* Chronic lung disease, moderate to severe asthma, or emphysema  
 \* Serious heart conditions  
 \* Weakened immune system (cancer treatment, prolonged use of steroids, transplant or HIV/DI)  
 \* Severe obesity (Body Mass Index ≥ 40)  
 \* Underlying conditions (diabetes, renal failure, or liver disease)  
 \* None of the above

Q20: In the last two weeks, have you (they) worked or volunteered in a hospital, emergency room, clinic, ambulatory office, long-term care facility, or nursing home, or public or private long-term care facility, or in any health care setting or taken care of patients as a volunteer or part of your work?

None of the above for Q29  
 YES  
 NO to Q20

MS6\_F2: Talk to your provider **and** at COVID-19 testing

## Current Result

← COVID-19 self-assessment



## Protect yourself and others by staying isolated at home

Stay home and isolated from others

More recommendations:

- **Protect yourself and others**  
 Only go out if it's essential (like for food or medicine):
  - If possible:
    - Stay in a separate room
    - Don't share a bathroom
    - Use delivery or pickup
- **Monitor symptoms**  
 Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Continue staying isolated until you've met [with](#) from a local health authority or healthcare provider.

## Proposed Result

← COVID-19 self-assessment



## Contact a healthcare provider

Tell them about your symptoms and ask about getting tested for COVID-19

More recommendations:

- **Protect yourself and others**  
 Stay home and isolated from others at home. Only go out if it's essential (like for food or medicine):
  - If possible:
    - Stay in a separate room
    - Don't share a bathroom
    - Use delivery or pickup
- **Monitor symptoms**  
 Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Continue staying isolated until you've met [with](#) from a local health authority or healthcare provider.

## Scenario 2

65+ year old, (-) exposure, 1 primary COVID-19 symptom, (-) care facility, (-) healthcare worker, (-) chronic conditions

### Updated CDC protocol

Q10. How is your (their) breathing? Which of these are you (they) experiencing?

- \* Severe: gasping for air or cannot talk without catching your breath
- \* Mild: you can get enough air in your lungs but your chest feels tight when you take a deep breath
- \* No trouble breathing

Yes or  
No trouble breathing

Q8. In the two weeks before you (they) felt sick, did you (they):

- \* Have contact with someone diagnosed with COVID-19
- \* Live in or visit a place where COVID-19 is spreading

No

#### Defining COVID-19 symptoms for test

- Primary COVID-19 symptoms = fever (Q9 and Q14), cough (Q3 and Q14), mild shortness of breath (Q10)
- Secondary COVID-19 symptoms = sore throat, muscle aches or body aches, vomiting or diarrhea, change in smell or taste

If 1 primary symptom\* (fever for Q14, cough for Q14 or mild breathing for Q10)

Q14. Do you (they) have any of the following? (Check any)

- \* Fever or feeling feverish (chills, sweating)
- \* Cough
- \* Sore throat
- \* Muscle aches or body aches
- \* Vomiting or diarrhea
- \* Change in smell or taste
- \* Other symptoms

Q16. Do you (they) live in a long-term care facility or nursing home?

No and <19 YO

Q17. In the last two weeks have you (they) worked or volunteered in a hospital, emergency room, clinic, medical office, long-term care facility or nursing home, ambulance service, first responder services, or any health care setting or taken care of patients as a volunteer or part of your work?

No

W6 T2: Talk to your provider about COVID-19 testing.

### Current Result

← COVID-19 self-assessment



## Protect yourself and others by staying isolated at home

Stay home and isolated from others

#### More recommendations:

##### Protect yourself and others

Only go out if it's essential (like for food or medicine):

If possible:

- Stay in a separate room
- Don't share a bathroom
- Use delivery or pickup

##### Monitor symptoms

Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.

Continue staying isolated until you've met [criteria](#) from a local health authority or healthcare provider.

### Proposed Result

← COVID-19 self-assessment



## Contact a healthcare provider

Tell them about your symptoms and ask about getting tested for COVID-19

#### More recommendations:

##### Protect yourself and others

Stay home and isolated from others at home. Only go out if it's essential (like for food or medicine):

If possible:

- Stay in a separate room
- Don't share a bathroom
- Use delivery or pickup

##### Monitor symptoms

Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.

Continue staying isolated until you've met [criteria](#) from a local health authority or healthcare provider.



## Scenario 3

65+ year old, (-) exposure, only secondary COVID-19 symptoms, (-) care facility, (-) healthcare worker, (-) chronic conditions

### Updated CDC protocol

For your chosen COVID-19 scenario:

Q11. How do these symptoms fit with a certain skin rashes/symptoms?  No and Q12

Q12. How do these symptoms fit with a certain skin rashes/symptoms?  No and Q13

Q13. Do you think you have any of the following conditions (prevalence):

- Chronic obstructive pulmonary disease
- Severe asthma
- Diabetes
- Kidney disease
- Heart disease
- High blood pressure
- Immunosuppression
- Cancer
- Pregnancy
- Organ transplant

Q14. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q15. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q16. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q17. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q18. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q19. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q20. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q21. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q22. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q23. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q24. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q25. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q26. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q27. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q28. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q29. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q30. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q31. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q32. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q33. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q34. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q35. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q36. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q37. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q38. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q39. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q40. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q41. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q42. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q43. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q44. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q45. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q46. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q47. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q48. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q49. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q50. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q51. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q52. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

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Q61. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

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Q98. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q99. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

Q100. How do you feel about your COVID-19 symptoms?  Mild  Moderate  Severe

### Current Result

← COVID-19 self-assessment



## Protect yourself and others by staying home

Stay home for 14 days

#### More recommendations:

- Protect yourself and others**

Keep away from others because you could have been exposed to COVID-19. You can have the virus, and pass it on, without feeling sick or having symptoms.
- Monitor symptoms**

Keep track of how you're feeling. Take your temperature twice a day for 14 days. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Testing not recommended**

Based on your answers, the CDC does not recommend getting tested for COVID-19 at this time.

### Proposed Result

← COVID-19 self-assessment



## Contact a healthcare provider

Tell them about your symptoms and ask about getting tested for COVID-19

#### More recommendations:

- Protect yourself and others**

Stay home and isolated from others at home. Only go out if it's essential (like for food or medicine).

  - If possible:
  - Stay in a separate room
  - Don't share a bathroom
  - Use delivery or pickup
- Monitor symptoms**

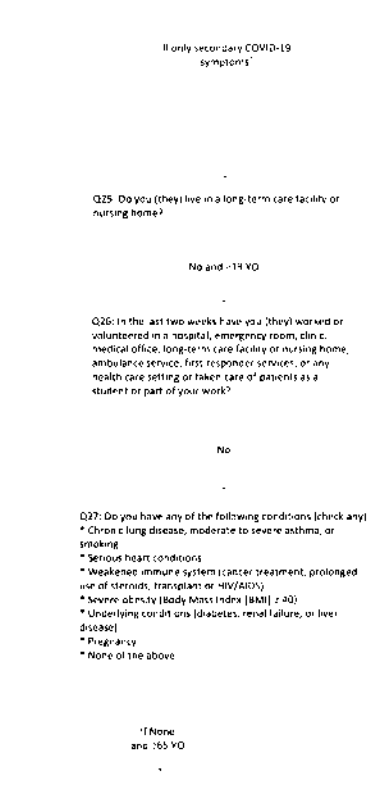
Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.

Continue staying isolated until you've met [with](#) from a local health authority or healthcare provider.

## Scenario 4

65+ year old, (+) exposure, only secondary COVID-19 symptoms, (-) care facility, (-) healthcare worker, (-) chronic conditions

### Updated CDC protocol



MSG 72. Talk to your provider about COVID-19 testing

### Current Result

← COVID-19 self-assessment



**Protect yourself and others by staying isolated at home**

Stay home and isolated from others

#### More recommendations:

- **Protect yourself and others**  
Only go out if it's essential (like for food or medicine).  
If possible:
  - Stay in a separate room
  - Don't share a bathroom
  - Use delivery or pickup
- **Monitor symptoms**  
Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Continue staying isolated until you've met [with](#) from a local health authority or healthcare provider.

### Proposed Result

← COVID-19 self-assessment



**Contact a healthcare provider**

Tell them about your symptoms and ask about getting tested for COVID-19

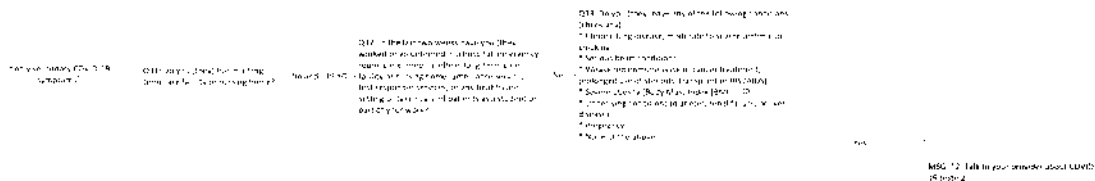
#### More recommendations:

- **Protect yourself and others**  
Stay home and isolated from others at home. Only go out if it's essential (like for food or medicine).  
If possible:
  - Stay in a separate room
  - Don't share a bathroom
  - Use delivery or pickup
- **Monitor symptoms**  
Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Continue staying isolated until you've met [with](#) from a local health authority or healthcare provider.

## Scenario 5

18+ year old, (-) exposure, only secondary COVID-19 symptoms, (-) care facility, (-) healthcare worker, 1+ chronic condition

### Updated CDC protocol



### Current Result

← COVID-19 self-assessment



## Protect yourself and others by staying isolated at home

Stay home and isolated from others

### More recommendations:

- Protect yourself and others**  
 Only go out if it's essential (like for food or medicine):
  - If possible:
    - Stay in a separate room
    - Don't share a bathroom
    - Use delivery or pickup
- Monitor symptoms**  
 Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Continue staying isolated until you've met** [criteria](#) from a local health authority or healthcare provider.

### Proposed Result

← COVID-19 self-assessment



## Contact a healthcare provider

Tell them about your symptoms and ask about getting tested for COVID-19

### More recommendations:

- Protect yourself and others**  
 Stay home and isolated from others at home. Only go out if it's essential (like for food or medicine):
  - If possible:
    - Stay in a separate room
    - Don't share a bathroom
    - Use delivery or pickup
- Monitor symptoms**  
 Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Continue staying isolated until you've met** [criteria](#) from a local health authority or healthcare provider.

# Asymptomatic pathway

# Modification of exposure risk factors

Updated CDC protocol

**Q36: In the last two weeks, did you (they) care for or have close contact with someone diagnosed with COVID-19?**

- ~~Travel internationally~~
- ~~Live in or visit a place where COVID-19 is widespread~~

Current exposure risk factors

← COVID-19 self-assessment

In the last 2 weeks, did you:

Select all that apply

- Have close contact with someone who has COVID-19  
Within 6 feet
- Travel internationally
- Live in or visit a place where COVID-19 is widespread
- None of the above

Proposed exposure risk factors

← COVID-19 self-assessment

In the last 2 weeks, did you have close contact with someone who has COVID-19?

Close contact is within 6 feet

Yes

No

# Update to flow of asymptomatic pathway

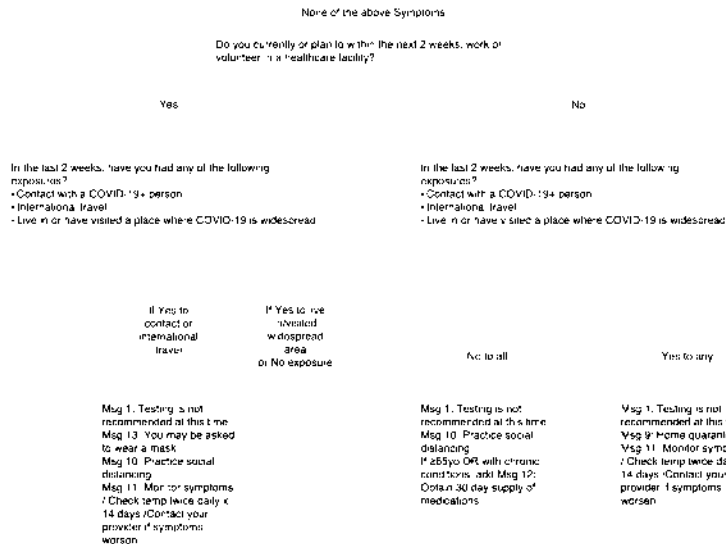
To match the logic flow of the latest CDC-hosted protocol, we plan to add 2 questions (Slide 15 to 16) and update the end results (Slide 17 to 21) of our protocol.

**CURRENT PATHWAY**  
 covid\_19\_screening\_protocol\_cdc\_apple.pdf

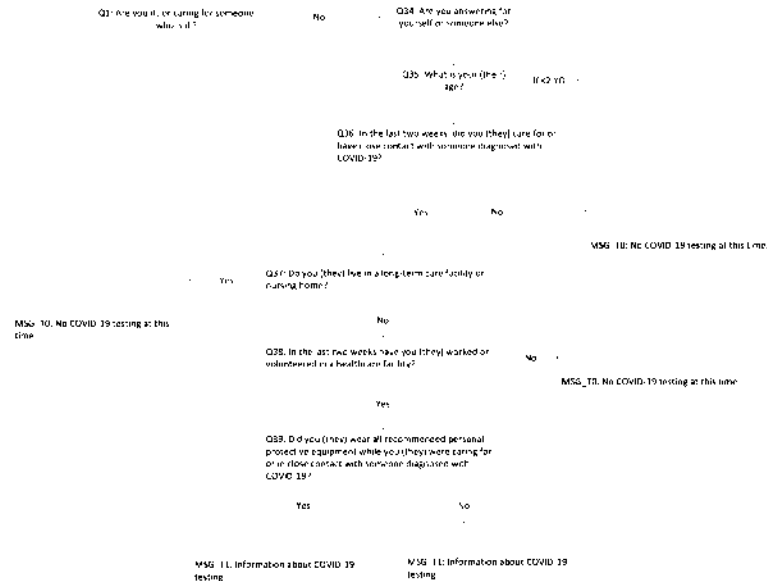


**PROPOSED PATHWAY**  
 covid\_19\_protocol\_algorithm.pdf

## Page 4: Asymptomatic



## ASYMPTOMATIC PATHWAY



## Question 37

Addition of long-term care facility/nursing home question

Updated CDC protocol

---

**Q37: Do you (they) live in a long-term care facility or nursing home?**

---

Proposed Language

← COVID-19 self-assessment

**Do you live in a care facility?**

Nursing home, assisted living or long-term care facility

Yes

No

1 / 1

## Question 39

Addition of personal protective equipment question for those working/volunteering in healthcare facilities

Updated CDC protocol

**Q39. Did you (they) wear all recommended personal protective equipment while you (they) were caring for or in close contact with someone diagnosed with COVID-19?**

Proposed Language

← COVID-19 self-assessment

Did you wear all recommended personal protective equipment while caring for or in close contact with someone diagnosed with COVID-19?

Yes

No

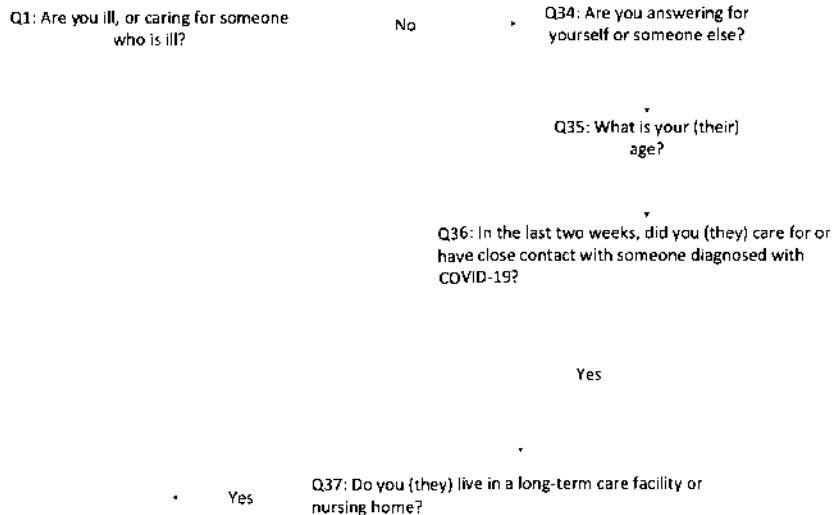
...



## Scenario A

(+) close contact, (+) care facility

Updated CDC protocol



MSG\_T0: No COVID-19 testing at this time.

## Proposed Result

← COVID-19 self-assessment



### Protect yourself and others by staying home

Stay home for 14 days

More recommendations:

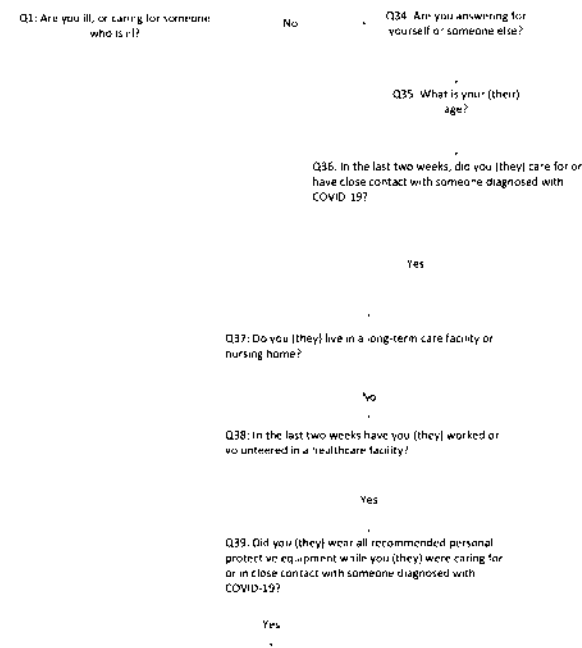
- Protect yourself and others**  
Keep away from others because you could have been exposed to COVID-19. You can have the virus and pass it on, without feeling sick or having symptoms.
- Monitor symptoms**  
Keep track of how you're feeling. Take your temperature twice a day for 14 days. If you start feeling worse or have new symptoms, contact a caregiver.
- Testing not recommended**  
Based on your answers, the CDC does not recommend getting tested for COVID-19 at this time.



## Scenario B

(+) close contact, (-) care facility, (+) healthcare worker, (+) recommended PPE

### Updated CDC protocol



MSG\_T1: Information about COVID-19 testing.

## Proposed Result

← COVID-19 self-assessment



### Keep track of how you're feeling

Contact a healthcare provider if you have new or worse symptoms

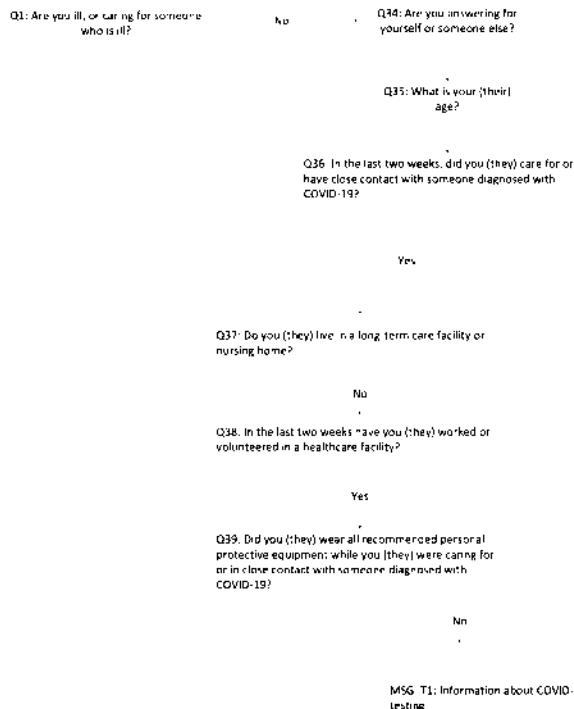
#### More recommendations:

- Monitor symptoms**  
Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact your occupational health provider as well as a healthcare provider.
- Protect yourself and others**  
Since you work or volunteer in a healthcare setting, you may be asked to wear a mask to protect yourself and those around you.
- Learn about testing**  
Contact a healthcare provider if you want more information about COVID-19 testing.

## Scenario C

(+) close contact, (-) care facility, (+) healthcare worker, (-) recommended PPE

### Updated CDC protocol



Proposed Result

← COVID-19 self-assessment



### Contact your occupational healthcare provider

Tell them you might have been exposed to COVID-19

More recommendations:

#### Monitor symptoms

Keep track of how you're feeling. Take your temperature twice a day for 14 days. If you start feeling worse or have new symptoms, contact a healthcare provider.

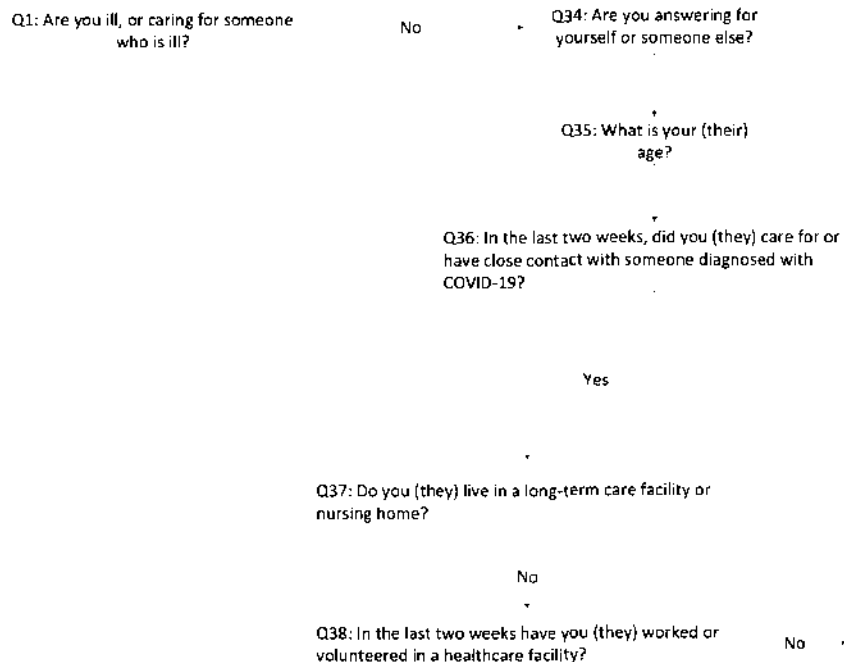
#### Learn about testing

Contact a healthcare provider if you want more information about COVID-19 testing.

## Scenario D

(+) close contact, (-) care facility, (-) healthcare worker

Updated CDC protocol



Proposed Result

← COVID-19 self-assessment



## Protect yourself and others by staying home

Stay home for 14 days

More recommendations:

- Protect yourself and others**  
Keep away from others because you could have been exposed to COVID-19. You can have the virus, and pass it on, without feeling sick or having symptoms.
- Monitor symptoms**  
Keep track of how you're feeling. Take your temperature twice a day for 14 days. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Testing not recommended**  
Based on your answers, the CDC does not recommend getting tested for COVID-19 at this time.

## Scenario E

(-) close contact

Updated CDC protocol

Q1: Are you ill, or caring for someone who is ill?

No

Q34: Are you answering for yourself or someone else?

Q35: What is your (their) age?

Q36: In the last two weeks, did you (they) care for or have close contact with someone diagnosed with COVID-19?

No

MSG\_T0: No COVID-19 testing at this time.

Proposed Result

← COVID-19 self-assessment



### Protect yourself and others by keeping a safe distance

Keep 6 feet of space between yourself and others outside of your home

More recommendations:

- Protect yourself and others**  
When in public:
  - Don't gather in groups
  - Avoid crowded places
  - Wear a cloth face covering
- Monitor symptoms**  
Keep track of how you're feeling. If you start feeling worse or have new symptoms, contact a healthcare provider.
- Testing not recommended**  
Based on your answers, the CDC does not recommend getting tested for COVID-19 at this time.

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Wed, 1 Jul 2020 19:06:38 +0000  
**To:** Stanley Onyimba;Jan Antonaros  
**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP);Patel, Anita (CDC/DDID/NCIRD/OD);Yu, Patricia A. (CDC/DDID/NCEZID/DPEI);Bonander, Jason (CDC/OCOO/OCIO);Crawford, Carol Y. (CDC/OD/OADC);Lee, Leslie (CDC/DDID/NCIRD/OD);Trout, Douglas (CDC/NIOSH/DFSE/HETAB);Burton, Deron (CDC/DDID/NCHHSTP/OD);Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP)  
**Subject:** RE: Screener

Hi Stanley

We're working on finding the time for the call. There's been a bit of transition over here and it's a holiday week, so it may take us a little more time to get our act together on this seemingly simple request!

But, we'll get back to you soon. You haven't been forgotten. Never. ☺

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Wednesday, July 1, 2020 2:58 PM  
**To:** Jan Antonaros <jantonaros@google.com>  
**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <ffp0@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <pby7@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Lee, Leslie (CDC/DDID/NCIRD/OD) <fvf9@cdc.gov>; Trout, Douglas (CDC/NIOSH/DFSE/HETAB) <dvt1@cdc.gov>; Burton, Deron (CDC/DDID/NCHHSTP/OD) <akq7@cdc.gov>; Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) <yet7@cdc.gov>  
**Subject:** Re: Screener

Hi CDC Team,

Given the holiday, we can skip this week's sync and plan to resume with the weekly cadence next week.

@Crawford, Carol Y. (CDC/OD/OADC) @Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) **Could you confirm a few times that work for a standing weekly call?** I will coordinate on the Google side and share a calendar invitation that works for the group.

Separately, we noticed that the "asymptomatic" pathway in the CDC screener removed international travel as a risk factor; however, the CDC recommends staying home for 14 days after international travel [on this page](#). Could you confirm if the 14 day international travel guidance is still recommended?

Thanks,  
Stanley

On Fri, Jun 26, 2020 at 9:52 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi CDC team,

Thank you for your time this week. We are excited to work together on CDC screener updates and share relevant UX feedback ahead of future GitHub releases. As discussed, a weekly sync will provide an opportunity to exchange ideas and feedback on a regular cadence.

**Wednesdays between 1pm - 2pm EST would be ideal but please let us know a few times that work for the CDC team and we will make it work.**

To confirm, the Google-hosted COVID-19 screener will move to reflect the CDC's GitHub content rather than the prior content we had shared with you. Our goal is to implement this change prior to July 4th in order to align with the latest CDC clinical protocol as guidance evolves. We plan to proceed with text attribution (ex: "Based on a CDC open source project") for now and can add the CDC logo back to the screener with the CDC's approval.

Crawford, Carol Y. (CDC/OD/OADC) - perhaps we could simplify logo approval by adding an amendment to the Be Kind to Your Mind logo agreement?

Thanks,  
Stanley

On Fri, Jun 19, 2020 at 8:51 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
Good Morning,

5pm on Monday works great. I will send around a calendar invite with a dial in number to this group. Please feel free to include other CDC teammates.

Thank you!

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, Jun 19, 2020 at 11:25 AM Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)> wrote:  
Hi all I am rolling off COVID work so adding Deron, Doug and Runa who are appropriate contacts for CDC.

Thanks,  
Alex

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>  
**Sent:** Friday, June 19, 2020 11:11 AM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** RE: Screener

Hi Stanley and Jan,  
Thanks for reaching to Carol regarding the weekly meetings on the screener. I didn't realize that the recurring meetings never got stood up. The team for the decision tree has evolved. Adding Alex and Patty to the thread for the screener.

Happy to be on the first call to help transition some of the screener activities. Not sure what alex or patty's schedules look like but I can be on a call to connect on the google screener today at 5pm or Monday at 5pm. If there are other times that work for everyone please let me know.

Also looping in Fred, Carol and Jason given some of the other work with Google that is underway with CDC.  
Best,  
Anita

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, June 2, 2020 7:53 PM  
**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** Re: Screener

+[Patel, Manisha M. \(CDC/DDID/NCIRD/DVD\)](mailto:Patel, Manisha M. (CDC/DDID/NCIRD/DVD))

Hi CDC team,

We are eager to continue the screener discussion from last week and would like to connect on a call tomorrow if possible. I'll share an invitation for **1pm EST tomorrow** as a one-off and we can confirm a time for our weekly meetings later if Wednesdays do not work for the group.

Thanks,  
Stanley



On Fri, May 29, 2020 at 2:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Anita and Leslie,

Thanks again for your time this week and overview of (b)(5)

(b)(5)

We also look forward to kicking off weekly calls with your team. Please let us know when works best (perhaps Wednesdays between 1pm-2pm EST?) and we will share a calendar invitation.

Thanks,  
Stanley

On Wed, May 27, 2020 at 4:15 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
Hi Anita and Leslie,

Thank you very much for the call today. We wanted to follow up to confirm our discussion and your feedback on our plan outlined below.

We also look forward to scheduling weekly calls to continue a regular check-in regarding updates. Please let us know what works best for your schedule.

Thanks again,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Wed, May 27, 2020 at 4:22 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
I will send around a dial in for 5:30pm today to everyone on this thread. We look forward to connecting then.

Thank you!

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Wed, May 27, 2020 at 4:15 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:  
Hi Stanley,  
I can be available at 530pm-6pm today. not sure if that works for others on the thread. Thanks  
Anita

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, May 27, 2020 1:56 PM  
**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>  
**Subject:** Re: Screener

Hi Anita and team,

Can you confirm if 5pm EST today works for a brief call on the screener? Please let us know if another time today works better.

Thanks,  
Stanley

On Tue, May 26, 2020 at 9:29 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
This email contains confidential information

Hi Anita,

Hope you enjoyed the holiday weekend. We wanted to follow up on our previous email (b)(5)

(b)(5)

Please let us know your availability for a brief call to discuss the proposed changes (perhaps 5pm EST today or tomorrow?)

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, May 21, 2020 at 5:02 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Anita,

Thank you for the summary. (b)(5)

(b)(5) We're aligning internally on availability this weekend and will get back to you shortly with a proposed time to connect.

Thanks,

Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Thu, May 21, 2020 at 4:00 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Hi Jan,

Any chance that your team is available on Saturday? If not, I can see if we can make tomorrow work (but may be tricky).

We have some changes to talk through that may also address some of your concerns below.

Summary is as follows:

(b)(5)

I think many of these updates will address your questions/comments below.

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, May 21, 2020 3:47 PM

**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Subject:** Re: Screener

Hi CDC team,

Hope you are all well. We just wanted to circle back regarding the email below on updates for the Google self-assessment tool. Could we please schedule a time to discuss the best process?

Thank you,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Tue, May 19, 2020 at 8:30 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:  
This email contains confidential information

Hi CDC Team,

We would like to update the [Google COVID-19 self-assessment tool](#) to reflect the latest clinical guidance integrated into the [May 1 CDC-hosted COVID-19 self-assessment protocol](#), which was uploaded to Github and has since been implemented on the CDC website. CDC approved the current version of Google's COVID-19 self-assessment tool on April 27th and we are now seeking your approval to push the updates reflected in the attached presentation. Please let us know if you are comfortable with the proposed updates or if you'd like to discuss (or if CDC has a preferred way to approach these types of updates).

We are proposing the following updates:

1. Update symptoms list to include change in smell or taste
2. Symptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Modify wording of local COVID-19 epidemiology from "widespread" to "is spreading"
  - b. Update results of 5 patient scenarios to match updated CDC testing recommendations
3. Asymptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Remove local COVID-19 epidemiology

a. Update logic flow and results

1. Add care facility question
2. Add personal protective equipment question for healthcare workers
3. Update results for 5 patients scenarios to match updated CDC logic flow

All updates are matched to the May 1 CDC-hosted COVID-19 self-assessment protocol. Where applicable, we stayed consistent with language used in the already-approved version of Google's COVID-19 self-assessment.

We would appreciate your review, and we're of course happy to discuss wherever helpful.

Thank you,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Stanley Onyimba  
**Sent:** Fri, 17 Jul 2020 14:51:11 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC);Jan Antonaros  
**Subject:** Re: Screener

No worries at all, I completely understand! You and Carol are master jugglers and we appreciate all you do.

On Fri, Jul 17, 2020 at 2:45 PM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Sorry Stanley.

Too many irons in the fire

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, July 17, 2020 5:38 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Screener

Hi Fred- thanks for the feedback. However, it looks like we just missed each other as our product team already Tweeted the original message without tagging the CDC since we had not heard back from the CDC for a few days.

Hi Carol - thanks for confirming and please do let us know if the guidance evolves after the review.

Best,

Stanley

On Fri, Jul 17, 2020 at 2:07 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

(b)(5)

**From:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Sent:** Friday, July 17, 2020 5:03 PM  
**To:** Stanley Onyimba <sonyimba@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>  
**Subject:** RE: Screener

Hi Stanley

The team had one minor suggestion, otherwise goof to go

(b)(5)

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, July 16, 2020 9:45 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>  
**Cc:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Screener

Hi Carol,

Thanks again for your time yesterday and please extend our gratitude to Cynthia for being so accommodating. As a follow up, I've attached the list of common COVID vaccine myths Cynthia requested. Feel free to pass along the attached PDF to the ACIP board and share any feedback on if these are all false or if any lack consensus.

On a separate note, would you mind confirming if:

1) The CDC is comfortable with the Google tagging the CDC in the following Tweet:

(b)(5)

2) The CDC still recommends staying home for 14 days after international travel

Thanks,

Stanley

On Tue, Jul 14, 2020 at 2:08 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Yes, once again you've come through with perfect timing! I'll send an invitation for 3:30-4:30pm shortly. Thanks so much for your help and feel free to add the right folks on your end to the invitation.

On Tue, Jul 14, 2020 at 1:54 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Stanley would sometime between 3-4:30 EST tomorrow work?

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Tuesday, July 14, 2020 2:50 PM

**To:** Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Screener

Thanks for the quick responses!



@Crawford, Carol Y. (CDC/OD/OADC) - thanks for your help in connecting with the right folks. I know scheduling is extremely tricky this time of year but there is a bit of urgency on this specific topic as we're seeing a lot of anti-vaxx content lately and need to act quickly from a policy standpoint. In general, we use CDC/WHO guidelines and input to inform our COVID policies (ex: YouTube video enforcement). Our executives are planning to review a proposal this Friday and we want to make sure to have CDC input ahead of time. Even a brief 15min conversation could work tomorrow or Thursday if possible.

@Smith, Fred (CDC/OD/OADC) - email coming your way soon.

On Tue, Jul 14, 2020 at 10:44 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

And on #1. Sure. Look forward to seeing the email

Fred

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Tuesday, July 14, 2020 1:44 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** RE: Screener

I'm piping in on #2. Yes, I know the contacts and agree on a separate call. I think it would be difficult to arrange a meeting so quickly. Could we consider Monday instead? 2pm EST looks good. I just happened to have the schedules right in front of me and schedules are tight. Perhaps there is urgency I'm not aware of, if so, I can check on tomorrow if a must do.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, July 14, 2020 1:34 PM

**To:** Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov>

**Cc:** Jan Antonaros <jantonaros@google.com>

**Subject:** Re: Screener

Hi Carol and Fred,

We wanted to follow up with you on a few non-screener topics from our last call.

1. FDA Connection on Question Hub: The FDA is interested in connecting with our Question Hub contacts for CDC as the FDA explores creating a misinformation site. Per our discussion, we will send a separate note introducing the FDA to you both. Feel free to connect them to the correct folks on your end.
2. We're interested in connecting with your team that addresses vaccine information/misinformation as it will be helpful for our own content policy work in those areas. To make the best use of the CDC's time, I think it would be helpful to have a separate meeting on this topic with a smaller group rather than discussing it on our weekly screener call. **Would you mind connecting us with the right folks on your end for a brief call today or tomorrow?**

Please let us know if you have any questions.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 9:38 AM Stanley Onyimba <sonyimba@google.com> wrote:

- most others

Hi Fred,

Thanks for your help in coordinating a meeting time in the midst of a holiday week and team transition. I know how tough it can be to drive cross functional efforts while navigating an ever-changing environment. That being said, I am planning to join today's call despite being out of office officially. Wouldn't want to miss a chance to meet with the CDC dream team :)

Hi Carol - You may have been planning to join today's call already but I wanted to flag that we have a few new COVID-19 related topics to discuss including the lightweight agreement approach and would love your input. We plan to dive deeper into the screener discussion next week when the product team is able to join.

Thanks,

Stanley

On Mon, Jul 6, 2020 at 6:10 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Good morning Stanley and Jan

I hope you had a good weekend and a good holiday.

Wednesdays from 1-1:30 would be a good time for the CDC team to regularly meet.

We look forward to talking with you.

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Wednesday, July 1, 2020 2:58 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Trout, Douglas (CDC/NIOSH/DFSE/HETAB) <[dyl1@cdc.gov](mailto:dyl1@cdc.gov)>; Burton, Deron (CDC/DDID/NCHHSTP/OD) <[akq7@cdc.gov](mailto:akq7@cdc.gov)>; Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) <[yct7@cdc.gov](mailto:yct7@cdc.gov)>

**Subject:** Re: Screener

Hi CDC Team,

Given the holiday, we can skip this week's sync and plan to resume with the weekly cadence next week.

@Crawford, Carol Y. (CDC/OD/OADC) @Gokhale, Runa Hatti (CDC/DDID/NCEZID/DHQP) **Could you confirm a few times that work for a standing weekly call?** I will coordinate on the Google side and share a calendar invitation that works for the group.

Separately, we noticed that the "asymptomatic" pathway in the CDC screener removed international travel as a risk factor; however, the CDC recommends staying home for 14 days after international travel [on this page](#). Could you confirm if the 14 day international travel guidance is still recommended?

Thanks,  
Stanley

On Fri, Jun 26, 2020 at 9:52 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi CDC team,

Thank you for your time this week. We are excited to work together on CDC screener updates and share relevant UX feedback ahead of future GitHub releases. As discussed, a weekly sync will provide an opportunity to exchange ideas and feedback on a regular cadence.

**Wednesdays between 1pm - 2pm EST would be ideal but please let us know a few times that work for the CDC team and we will make it work.**

To confirm, the Google-hosted COVID-19 screener will move to reflect the CDC's GitHub content rather than the prior content we had shared with you. Our goal is to implement this change prior to July 4th in order to align with the latest CDC clinical protocol as guidance evolves. We plan to proceed with text attribution (ex: "Based on a CDC open source project") for now and can add the CDC logo back to the screener with the CDC's approval.

Crawford, Carol Y. (CDC/OD/OADC) - perhaps we could simplify logo approval by adding an amendment to the Be Kind to Your Mind logo agreement?

Thanks,  
Stanley

On Fri, Jun 19, 2020 at 8:51 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Good Morning,

5pm on Monday works great. I will send around a calendar invite with a dial in number to this group. Please feel free to include other CDC teammates.

Thank you!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Fri, Jun 19, 2020 at 11:25 AM Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)> wrote:

Hi all I am rolling off COVID work so adding Deron, Doug and Runa who are appropriate contacts for CDC.

Thanks,

Alex

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>  
**Sent:** Friday, June 19, 2020 11:11 AM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Kallen, Alexander (CDC/DDID/NCEZID/DHQP) <[ffp0@cdc.gov](mailto:ffp0@cdc.gov)>; Yu, Patricia A. (CDC/DDID/NCEZID/DPEI) <[pby7@cdc.gov](mailto:pby7@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** RE: Screener

Hi Stanley and Jan,

Thanks for reaching to Carol regarding the weekly meetings on the screener. I didn't realize that the recurring meetings never got stood up. The team for the decision tree has evolved. Adding Alex and Patty to the thread for the screener.

Happy to be on the first call to help transition some of the screener activities. Not sure what alex or patty's schedules look like but I can be on a call to connect on the google screener today at 5pm or Monday at 5pm. If there are other times that work for everyone please let me know.

Also looping in Fred, Carol and Jason given some of the other work with Google that is underway with CDC.

Best,

Anita

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, June 2, 2020 7:53 PM  
**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>  
**Subject:** Re: Screener

-Patel, Manisha M. (CDC/DDID/NCIRD/DVD)

Hi CDC team,

We are eager to continue the screener discussion from last week and would like to connect on a call tomorrow if possible. I'll share an invitation for **1pm EST tomorrow** as a one-off and we can confirm a time for our weekly meetings later if Wednesdays do not work for the group.

Thanks,  
Stanley

On Fri, May 29, 2020 at 2:03 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:

Hi Anita and Leslie,

Thanks again for your time this week and (b)(5)

(b)(5)

We also look forward to kicking off weekly calls with your team. Please let us know when works best (perhaps Wednesdays between 1pm-2pm EST?) and we will share a calendar invitation.

Thanks,  
Stanley

On Wed, May 27, 2020 at 4:15 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Anita and Leslie,

Thank you very much for the call today. We wanted to follow up to confirm our discussion and your feedback on our plan outlined below.

We also look forward to scheduling weekly calls to continue a regular check-in regarding updates. Please let us know what works best for your schedule.

Thanks again,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Wed, May 27, 2020 at 4:22 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

I will send around a dial in for 5:30pm today to everyone on this thread. We look forward to connecting then.

Thank you!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)



On Wed, May 27, 2020 at 4:15 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Hi Stanley,

I can be available at 530pm-6pm today. not sure if that works for others on the thread. Thanks

Anita

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Wednesday, May 27, 2020 1:56 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Lee, Leslie (CDC/DDID/NCIRD/OD) <[fvf9@cdc.gov](mailto:fvf9@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Patel, Manisha M. (CDC/DDID/NCIRD/DVD) <[dvn4@cdc.gov](mailto:dvn4@cdc.gov)>

**Subject:** Re: Screener

Hi Anita and team,

Can you confirm if 5pm EST today works for a brief call on the screener? Please let us know if another time today works better.

Thanks,

Stanley

On Tue, May 26, 2020 at 9:29 AM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

This email contains confidential information

Hi Anita,

Hope you enjoyed the holiday weekend. We wanted to follow up on our previous email (b)(5)

(b)(5)

Please let us know your availability for a brief call to discuss the proposed changes (perhaps 5pm EST today or tomorrow?)

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Thu, May 21, 2020 at 5:02 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Anita,

Thank you for the summary. (b)(5)

(b)(5) We're aligning internally on availability this weekend and will get back to you shortly with a proposed time to connect.

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Thu, May 21, 2020 at 4:00 PM Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)> wrote:

Hi Jan,

Any chance that your team is available on Saturday? If not, I can see if we can make tomorrow work (but may be tricky).

We have some changes to talk through that may also address some of your concerns below.

Summary is as follows:

(b)(5)



I think many of these updates will address your questions/comments below.

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, May 21, 2020 3:47 PM

**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Stanley Onyimba

<[sonyimba@google.com](mailto:sonyimba@google.com)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Subject:** Re: Screener

Hi CDC team,

Hope you are all well. We just wanted to circle back regarding the email below on updates for the Google self-assessment tool. Could we please schedule a time to discuss the best process?

Thank you,

Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Tue, May 19, 2020 at 8:30 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

This email contains confidential information

Hi CDC Team,

We would like to update the [Google COVID-19 self-assessment tool](#) to reflect the latest clinical guidance integrated into the [May 1 CDC-hosted COVID-19 self-assessment protocol](#), which was uploaded to Github and has since been implemented on the CDC website. CDC approved the current version of Google's COVID-19 self-assessment tool on April 27th and we are now seeking your approval to push the updates reflected in the attached presentation. Please let us know if you are comfortable with the

proposed updates or if you'd like to discuss (or if CDC has a preferred way to approach these types of updates).

We are proposing the following updates:

1. Update symptoms list to include change in smell or taste
2. Symptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Modify wording of local COVID-19 epidemiology from "widespread" to "is spreading"
  - b. Update results of 5 patient scenarios to match updated CDC testing recommendations
3. Asymptomatic Flow
  - a. Update exposure risk factors
    1. Remove international travel
    2. Remove local COVID-19 epidemiology
  - a. Update logic flow and results
    1. Add care facility question
    2. Add personal protective equipment question for healthcare workers
    3. Update results for 5 patients scenarios to match updated CDC logic flow

All updates are matched to the May 1 CDC-hosted COVID-19 self-assessment protocol. Where applicable, we stayed consistent with language used in the already-approved version of Google's COVID-19 self-assessment.

We would appreciate your review, and we're of course happy to discuss wherever helpful.

Thank you,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)



**From:** Caitlin Rush  
**Sent:** Mon, 27 Apr 2020 10:25:59 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Lauren Devoll  
**Subject:** Re: Seeking approval to share Promoted Trend Spotlight results

Great, thank you!

On Mon, Apr 27, 2020 at 10:20 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Given that you all give us in-kind promotion, I think it is fine for you all to provide any metrics around that activity publicly.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>  
**Sent:** Monday, April 27, 2020 10:16 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>  
**Subject:** Re: Seeking approval to share Promoted Trend Spotlight results

Hi Carol,

Can you confirm you're OK with Twitter sharing the metrics below publicly - these are typically only available to Twitter and the organization with the Promoted Trend, which is why we're seeking permission. Thank you!

Soundbite:

The CDC promoted critical public health and safety information around staying at home to prevent the spread of COVID-19 through a spotlight trend. #StayAtHome conversations on Twitter increased by 4.4X as more people became aware of the role they could play in stopping the spread of the virus.

Key Stats/Results:

Trend generated over 70 million impressions and lead to a 4.4x rise in the conversation around #StayAtHome

On Mon, Apr 27, 2020 at 10:06 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

I'm sorry Caitlin for not responding earlier (not sure if Jay did). We can't really give any kind of official approval for content like this for a earnings call. I'm sure you can imagine the rules we have. With that said, what you have below doesn't appear to require our approval to be stated.

**From:** Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)>

**Sent:** Monday, April 27, 2020 10:01 AM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Lauren Devoll <[ldevoll@twitter.com](mailto:ldevoll@twitter.com)>

**Subject:** Re: Seeking approval to share Promoted Trend Spotlight results

Hi!

Apologies - one final follow up. Just got word if we can get approval by EOD today we may still able to include the success story.

Thanks so much,

Caitlin

On Wed, Apr 22, 2020 at 10:56 AM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hello!

Bumping this to the top of your inboxes - as an FYI, we'll need approval by the end of the day today in order to include the success story.

Let us know if you have any questions.

Thanks so much,

Caitlin

On Thu, Apr 16, 2020 at 2:02 PM Caitlin Rush <[crush@twitter.com](mailto:crush@twitter.com)> wrote:

Hi Jay and Carol,

Hope you're staying well.

Reaching out to see if it would be all right with you for Twitter to potentially share some of the great results we saw from the CDC #StayAtHome Promoted Trend Spotlight last month on our upcoming Q1 earnings call.

Please email us back to confirm you're OK with Twitter potentially referencing the soundbite (in roughly this form) and/or some or all of key stats/results listed below in Twitter earnings call(s).

**Soundbite:**

The CDC promoted critical public health and safety information around staying at home to prevent the spread of COVID-19 through a spotlight trend. #StayAtHome conversations on Twitter increased by 4.4X as more people became aware of the role they could play in stopping the spread of the virus.

**Key Stats/Results:**

Trend generated over 70 million impressions and lead to a 4.4x rise in the conversation around #StayAtHome

Let us know if you have any questions!

Thanks,

Caitlin

--

@crush

--

@crush

--

@crush

--

@crush

--

@crush



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Wed, 8 Jul 2020 18:54:04 +0000  
**To:** Stanley Onyimba;Smith, Fred (CDC/OD/OADC);Megan Ryskamp  
**Cc:** Jan Antonaros  
**Subject:** RE: Sorry!

Received. I will get back to you today.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Wednesday, July 8, 2020 2:33 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Megan Ryskamp <mryskamp@google.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

+Megan Ryskamp

Hi Carol and Fred,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience, similar to the Be Kind to Your Mind campaign, we are planning to launch in the US to highlight the importance of face coverings. These suggestions were developed using content from your website, and we are currently planning to have the experience link out to this website.

Given our existing agreement for the Be Kind to Your Mind campaign, let us know if we can move forward with this campaign as is with your approval via email, or if we would need any amendment to the existing agreement to launch the following "Wear a mask. Save lives." campaign:


coronavirus prevention

COVID-19 alert

Coronavirus disease

# Wear a mask. Save lives.

Slow the spread of COVID-19



Wear a mask   Wash your hands   Keep a safe distance

[More info](#)

The best way to prevent illness, stay safe and being exposed to this virus. Learn how COVID-19 spreads and practice these actions to help prevent the spread of this illness.

To help prevent the spread of COVID-19, everyone should:

- Wash your hands often with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol.
- Avoid close contact with people who are sick.
- Maintain distance between yourself and other people (at least 6 feet).
- Cover your mouth and nose with a cloth face cover when around others.
- Clean your cough or sneeze with a tissue, then throw the tissue in the trash.
- Clean and disinfect frequently touched objects and surfaces daily.
- CDC recommends that people wear cloth face coverings in public settings and when around people outside of their household, especially when other social distancing measures are difficult to maintain.
- Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others.

Map of cases

San Francisco   Alameda County

Cases overview

Region	Cases	Deaths
Alameda County	6,991	140
California	281K	6,463
United States	3.03M	908K

As we plan to launch this by Friday, we are hoping to get any feedback on content by end of day (if possible) and would hope to have all approvals in place before the end of the week to enable this launch. Please let us know if this sounds doable.

Feel free to add any others from CDC that you feel should have insight into this campaign.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 10:32 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Thanks Carol. I too had a lot of trouble on the call.

I wasn't able to see it either, but yes, that's exactly what they're proposing! 😊

Wear a mask, save lives.

Just like the Be Kind campaign.

Awesome minds think alike! 😊

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Wednesday, July 8, 2020 1:30 PM

**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Sorry!

Stanley/Jan – I heard 70% of meeting but you all were not able to hear me. I couldn't see the campaign so once I see it I can determine next steps. I am not sure if we can amend but we should be able to be fast on our end.

In terms of opportunities, I wonder if Google/YouTube might be interested in getting more involved in promoting face covering use. Perhaps something like the Be Kind campaign?

Sorry I wasn't able to participate more fully!

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
[404-498-2480](tel:404-498-2480)  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: [678-920-0578](tel:678-920-0578)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Tue, 14 Jul 2020 20:56:15 +0000  
**To:** Megan Ryskamp  
**Cc:** Stanley Onyimba;Jan Antonaros  
**Subject:** RE: Sorry!

Great news. We really appreciate this – looks great.

Hopefully I'll hear back from Jenn as we'd love to promote this too.

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Tuesday, July 14, 2020 3:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

Just a note to say that we're live with this launch (promotions yet to be launched).

Thanks so much for your collaboration.

Sincerely,  
Megan

On Tue, Jul 14, 2020 at 9:45 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
Great, thanks.

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Tuesday, July 14, 2020 12:32 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

Good news! I have news from our team that we are likely to launch in the next few hours.

Also, Stanley is back in the office, and I've caught him up on everything, so you're likely to get some more communications from him in the next few days!

Sincerely,  
Megan

On Mon, Jul 13, 2020 at 12:27 PM Megan Ryskamp <mryskamp@google.com> wrote:

Hi Carol,

I just wanted to let you know that our launch has been delayed for technical reasons. I don't have an updated ETA, but will let you know as soon as I can!

Sincerely,  
Megan

On Mon, Jul 13, 2020 at 7:55 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Great, thanks for the update.

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Sent:** Monday, July 13, 2020 12:50 AM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Sorry!

Hi Carol,

I hope you had a great weekend! For completeness I wanted to send you the latest version that has some very subtle UI changes as we prepare for production. The current plans are still to launch at 12:00 PM Pacific time, although that is very much subject to last minute technical delays. Stanley and I can let you know tomorrow if anything changes.



# **Wear a mask. Save lives.**

Wear a face cover

Wash your hands

Keep a safe distance

**More info**

Thanks,  
Megan

On Fri, Jul 10, 2020 at 3:13 PM Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)> wrote:  
Hi Carol,

I can confirm that we are going with (b)(5)

I'll start another thread related to promotion and introduce you to our PR contact.

Sincerely,  
Megan

On Fri, Jul 10, 2020 at 11:49 AM Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)> wrote:  
Hi Carol,

Thanks so much. (b)(5) and I'll let you know if anything comes up there.

We are currently discussing our social media promotion plans (we are likely to tweet). I will let you know some potential next steps there before end of day.

Thanks,  
Megan

On Fri, Jul 10, 2020 at 6:12 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
This looks great. (b)(5)

Are you all going to promote this on social media or other avenues? (b)(5)

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Thursday, July 9, 2020 10:21 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

I just received word from our product teams that this is the approved visual and copy. The target for our US national rollout is currently Monday. Note that our designers say they will be "tightening up" the visual overnight, but we only anticipate spacing changes with that.



# Wear a mask. Save lives.

Wear a face cover

Wash your hands

Keep a safe distance

[More info](#)

As we mentioned in our call on Wednesday, we are planning to promote this messaging across multiple product surfaces including Search, YouTube and our COVID resources site. We also plan to promote heavily (so please be aware this may drive considerable traffic to the [CDC site](#) we are linking to for more info).

We also plan to launch this campaign at the same time in Spanish across the US. While I don't have the formal mock with Spanish, (b)(5)

en_US	es_US
Public Service Announcement	Anuncio de Interés Público
Wear a mask. Save lives.	Usa mascarilla. Salva vidas.
Wear a face cover	Usa cubierta facial
Wash your hands	Lávate las manos
Keep a safe distance	Mantén una distancia segura

General public health information    Información general de salud pública

More info

Más información

We're very grateful for your collaboration in this effort, and note that while our plan is to launch immediately in the US, we do have intent to scale this campaign globally in partnership with other health authorities.

Please feel free to let me know if you have any questions.

Sincerely,  
Megan

On Thu, Jul 9, 2020 at 5:05 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Ok, thanks for the update.

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Sent:** Thursday, July 9, 2020 7:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

Hi Carol,

Thanks so much for checking in -- I've been pushing our team hard for this. My understanding is that it is currently with our execs for review, and I've been hesitant to send the visual they are reviewing, as I suspect it may change following that review.

Based on the fact that we don't yet have the UI confirmed, I believe our launch will likely get pushed to Monday.

(b)(5)

Thanks,  
Megan

On Thu, Jul 9, 2020 at 3:26 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Any update? Technically, (b)(5)

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Sent:** Thursday, July 9, 2020 9:30 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

Thanks so much, Carol. I'll route this wording internally (b)(5) and will give you an update on visual/timing as soon as I can!

On Thu, Jul 9, 2020 at 5:29 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

(b)(5)

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Wednesday, July 8, 2020 10:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

In this spirit of iterating further on this to help move quickly in a direction that might be more amenable to your team, our team has just sent through the following mock:

x|

Would this work for your team?

Note that we haven't completely settled on visual direction and would still need to get the proper approvals/signoffs on our side too, but wanted to share with you as quickly as possible what the team has been brainstorming to meet your needs.

Thanks,  
Megan

On Wed, Jul 8, 2020 at 3:20 PM Megan Ryskamp <mryskamp@google.com> wrote:  
Thanks, Carol. We appreciate your help in getting to simple wording that CDC is willing to partner with us on. We're open to your feedback and suggestions on this! And we truly appreciate the swift responses, while recognizing it is very late your time.

On Wed, Jul 8, 2020 at 3:07 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

Thanks.

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Sent:** Wednesday, July 8, 2020 5:24 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Sorry!

Hi Carol,

Thank you so much for the quick response.

Forgive me for chiming in here in Stanley's place, but he is "somewhat" out of office this week, so I'm attempting to help cover for him (although he was thankfully able to lead our call).

I've checked with our teams internally, and we can flex some of the language (we're also evaluating the possibility of doing a single visual with 3 text lines -- I'll send through when I have more detail). In line with your suggestion, would it be possible to keep the primary text line message language, but modify the text of the instructions below it. (b)(5)

(b)(5)

(We're simply trying to keep within product space constraints and keep the message clear.)

Let us know if something like that would work better from your perspective or if you have other feedback. Thank you so much for your collaboration on this!

Sincerely,  
Megan

On Wed, Jul 8, 2020 at 1:57 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Stanley – I'm still conversing with others on the below but it would help to know if Google would

(b)(5)

Also, I consulted on the paperwork issues and when we are ready, CDC will be able to approve this just with an e-mail – so that is good news!

Thank you for reaching out on this – it's a great opportunity.



**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, July 8, 2020 2:33 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

+[Megan Ryskamp](#)

Hi Carol and Fred,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience, similar to the Be Kind to Your Mind campaign, we are planning to launch in the US to highlight the importance of face coverings. These suggestions were developed using content from your website, and we are currently planning to have the experience link out to this website.

Given our existing agreement for the Be Kind to Your Mind campaign, let us know if we can move forward with this campaign as is with your approval via email, or if we would need any amendment to the existing agreement to launch the following "Wear a mask. Save lives." campaign:

The screenshot shows a webpage for COVID-19 prevention. The main heading is "Wear a mask. Save lives. Slow the spread of COVID-19". Below the heading are three icons: "Wear a mask", "Wash your hands", and "Keep a safe distance". To the right is a "Map of cases" showing Alameda County and San Francisco. Below the map is a "Cases overview" table.

Location	Cases	Recovered	Deaths
Alameda County	6,991	-	140
California	281K	-	6,463
United States	3.03M	908K	133K

As we plan to launch this by Friday, we are hoping to get any feedback on content by end of day (if possible) and would hope to have all approvals in place before the end of the week to enable this launch. Please let us know if this sounds doable.

Feel free to add any others from CDC that you feel should have insight into this campaign.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 10:32 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Carol. I too had a lot of trouble on the call.

I wasn't able to see it either, but yes, that's exactly what they're proposing! 😊

Wear a mask, save lives.

Just like the Be Kind campaign.

Awesome minds think alike! 😊

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Wednesday, July 8, 2020 1:30 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Sorry!

Stanley/Jan – I heard 70% of meeting but you all were not able to hear me. I couldn't see the campaign so once I see it I can determine next steps. I am not sure if we can amend but we should be able to be fast on our end.

In terms of opportunities, I wonder if Google/YouTube might be interested in getting more involved in promoting face covering use. Perhaps something like the Be Kind campaign?

Sorry I wasn't able to participate more fully!

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
[404-498-2480](tel:404-498-2480)  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: [678-920-0578](tel:678-920-0578)

--

Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
-----------------	-----------------------------	--------------------------------------------------------------

**Sent:** Wed, 18 Mar 2020 20:30:38 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC); Payton Iheme  
**Subject:** RE: Priority messages

Also, Fred Smith

**From:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Sent:** Wednesday, March 18, 2020 4:24 PM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Priority messages

Hi Payton- Linking below to our current priority messages on COVID-19: [social distancing](#), [info for the elderly/ vulnerable](#) , and [what to do if you're sick](#)


Appreciate any feedback you may have on ad development! Thanks for sending the links to ad development yesterday. I've shared those with our response staff.

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

TELEWORKING

Mobile: 404-910-8478

Follow us on [Twitter](#)

 Join us on [Facebook](#)

**From:** Payton Iheme  
**Sent:** Wed, 18 Mar 2020 20:27:29 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC)  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Priority messages

You are most welcome Jay.

Best,

Payton

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Wednesday, March 18, 2020 at 4:24 PM  
**To:** Payton Iheme <payton@fb.com>  
**Cc:** Carol Crawford <cjy1@cdc.gov>  
**Subject:** Priority messages

Hi Payton- Linking below to our current priority messages on COVID-19: [social distancing](#), [info for the elderly/vulnerable](#) , and [what to do if you're sick](#)

Appreciate any feedback you may have on ad development! Thanks for sending the links to ad development yesterday. I've shared those with our response staff.


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

TELEWORKING

Mobile: 404-910-8478

Follow us on [Twitter](#)

 Join us on [Facebook](#)

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Wed, 6 May 2020 12:18:20 +0000  
**To:** Stanley Onyimba  
**Cc:** Verma, Rohit (CDC/OD/OADC); Jan Antonaros; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Question Hub users

Thanks Stanley

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, May 5, 2020 7:28 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Verma, Rohit (CDC/OD/OADC) <rev9@cdc.gov>; Jan Antonaros <jantonaros@google.com>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Question Hub users

Hi Fred,

I wanted to provide some updates on the Question Hub EAP program and next steps.

**EAP Extended:** Our team has been encouraged by the great content that the CDC has provided as an EAP member and would like to continue working with you over the next month to make a significant dent in addressing COVID-19 related content gaps on the open web.

**New Features:** We've listened to your feedback over the last couple of weeks, and we've worked to add some capabilities to Question Hub to make it easier for you to create content. Our product team enabled a feature that allows you to "star" questions you're working on, so you no longer run the risk of having a question you're writing content for drop off at the 24 hour refresh. This feature went live yesterday. Additionally, our team is working on enabling some stats in the tool to show a summary of articles submitted and some more in-depth metrics. This should be live by next week. Note that to see the in-depth metrics, your organization needs to be set up with [Google Search Console](#).

**EAP Best Practices:** As a valued partner, we wanted to share some best practices as you continue to address the most prevalent unanswered user queries for COVID-19 topics. Attached you can find details about how to increase the likelihood of your content being eligible to show on multiple Search surfaces (specifically: organic blue links, Common Questions Q&A, Voice Search Results). We want to help make your content visible so I'll continue to share best practices as we continue to learn more about how Question Hub content is being ingested by Search.

**Approval to Use Longer Snippets:** For surfaces such as Common Questions, we currently only consider potential answers that are 320 characters or less, but our team can feature larger snippets if you give us written approval. If this is something your organization is interested in, just reply to this thread allowing us to feature snippets larger than 320 characters and we can consider that as your written approval.

As always, please let me know if you have any questions or need help with anything. Keep the answers and feedback coming!

Thanks,  
Stanley

On Wed, Apr 22, 2020 at 4:43 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Stanley

I'm in also. And the handy export function will allow us to track this stuff through our system without having to keep adding more and more people. We will probably add a few more, but it shouldn't be excessive.

Also, I can tell from glancing through here that there are potentially a number of rumors that could be addressed (usually around micronutrients and over the counter medicines and of course "Weed kills coronavirus", that trended in California 6-8 weeks ago! 😊)

Fred

**From:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>  
**Sent:** Tuesday, April 21, 2020 8:51 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Question Hub users

Thank you Stanley - I'm able to access the Question Hub.

Rohit Verma, M.Sc.

Senior Digital Media Analyst

Office of the Associate Director for Communication (OADC)

Centers for Disease Control and Prevention (CDC)  
2500 Century Center Pkwy, MS-E21  
Atlanta, Georgia 30345

Phone: [404.498.6696](tel:404.498.6696)  
Mobile: [513.678.4097](tel:513.678.4097)  
Fax: 404.498.0988  
Email: [rverma@cdc.gov](mailto:rverma@cdc.gov)

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, April 21, 2020 7:59:49 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>;  
Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>  
**Subject:** Re: Question Hub users

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On Tue, Apr 21, 2020 at 4:18 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Stanley

See email below from (b)(5); (b)(6)

Thanks

Fred

**From:** (b)(6); (b)(5)  
**Sent:** Tuesday, April 21, 2020 5:02:03 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>  
**Subject:** RE: Question Hub users

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\*\*\*\*\*

(b)(6); (b)(5)



(b)(6); (b)(5)

Office of the Chief Information Officer (OCIO)  
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Hi Mike

Are you considered (b)(6); (b)(5) We're trying to access an early release product from Google regarding questions in search that there are no great authoritative answers. Our cdc.gov accounts are associated with accounts on Google for the OMB Digital Analytics Program, Google Webmaster tools and Search Console for managing data for CDC.gov, so using these accounts for Google services is not new. It's just apparently a glitch with the current product and the fastest way to resolve is to get permission from (b)(6); (b)(5) saying we can use cdc.gov email addresses to participate in Question Hub.

Can you authorize this or do I need to take it higher?

Thanks

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Hi Fred and Rohit,

(b)(5)

Thanks,

Stanley

On Tue, Apr 21, 2020 at 9:28 AM Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)> wrote:

Yes. Stanley, when I tried to follow the instructions on A below, it won't allow me to add my [evp9@cdc.gov](mailto:evp9@cdc.gov) address to my personal gmail account, saying that the address is already associated with a Google Account.

Like Rohit, I already use this email account to access Google Analytics, Google Search Console, etc.

**From:** Verma, Rohit (CDC/OD/OADC) <[rev9@cdc.gov](mailto:rev9@cdc.gov)>

**Sent:** Monday, April 20, 2020 1:58 PM

**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>

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**Subject:** RE: Question Hub users

Stanley I believe our current CDC email addresses were created as Google accounts, but not associated with an existing Gmail account. Per these instructions:

<https://support.google.com/accounts/answer/176347?co=GENIE.Platform%3DDesktop&hl=en>

For example, my email address, [rev9@cdc.gov](mailto:rev9@cdc.gov), was created with the above method and cannot be associated with another Gmail account. This is the login used to access other Google products such as Google Webmaster Tools, Data Studio, and Google Search Console, etc. Fred's account ([evp9@cdc.gov](mailto:evp9@cdc.gov)) was created the same way I believe.

Also, we cannot access Gmail through our environment.

Rohit

Rohit Verma, M.Sc.

Senior Digital Media Analyst

Office of the Associate Director for Communication (OADC)

Centers for Disease Control and Prevention (CDC)

2500 Century Center Pkwy, MS-E21

Atlanta, Georgia 30345

Office: [404.498.6696](tel:404.498.6696)

Mobile: [513.678.4097](tel:513.678.4097)

Fax: [404.498.0988](tel:404.498.0988)

Email: [rverma@cdc.gov](mailto:rverma@cdc.gov)

*Beginning March 1 through April 30, 2020, I will be deployed on the COVID-19 Response in the Emergency Operations Center. While I will be periodically monitoring email, please email any Adobe Analytics or Foresee ACSI-related requests to [cdc.webmetrics@cdc.gov](mailto:cdc.webmetrics@cdc.gov).*

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**Subject:** Re: Question Hub users

Hi Fred,

Question Hub requires participants to access the tool with a Google account or with a non-Google email account that is linked to a [@gmail.com](#) account. It appears that CDC email addresses are not currently linked to [@gmail.com](#) accounts so if you see an error message please:

A) Associate your CDC email account with a Google Account

1. Open your Gmail Account. You might need to sign in.
2. Select "Personal info."
3. Choose Email and then Advanced.
4. Next to "Alternate emails," select Add alternate email or Add other email. You may need to sign in again.
5. Enter an email address you own. Select Add.

B) Sign up for a Gmail account if you do not already have a Google Account

C) Forward an email from your domain admin to me with approval to allow [@cdc.gov](#) domain's emails to participate.

Thanks,

Stanley

On Mon, Apr 20, 2020 at 9:28 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:

Thanks Stanley

It's giving me a "sign up for the waitlist" Do I need to wait more?

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Hi Fred,

Thanks for sharing CDC contacts for the Question Hub early access program. We will whitelist access for the three accounts today. Once whitelisted, the next step is to login to the tool (at [questionhub.google.com](http://questionhub.google.com)) with the whitelisted accounts and begin submitting links for created content on CDC web surfaces! The tool is fairly easy to use and instructions can be found in Page 5 of the attached presentation.

Let me know if you or the team have any questions as you use the tool and please do give us a heads up when your team has begun submitting answers.

Thanks,

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Hi Stanley

We would like to start with just three persons for the Question Hub pilot. Carol Crawford ([cjyl@cdc.gov](mailto:cjyl@cdc.gov)), Rohit Verma ([rev9@cdc.gov](mailto:rev9@cdc.gov)) and myself ([evp9@cdc.gov](mailto:evp9@cdc.gov)). We will evaluate it and then decide who would be best to include for CDC.

Please provide a link or instructions to get to the hub.

Thank you again for this opportunity and all that Google is doing for this pandemic.

Fred

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Stanley Onyimba  
**Sent:** Tue, 5 May 2020 16:28:13 -0700  
**To:** Smith, Fred (CDC/OD/OADC)  
**Cc:** Verma, Rohit (CDC/OD/OADC);Jan Antonaros;Crawford, Carol Y.  
(CDC/OD/OADC)  
**Subject:** Re: Question Hub users  
**Attachments:** Question Hub - Best Practices.pdf

Hi Fred,

I wanted to provide some updates on the Question Hub EAP program and next steps.

**EAP Extended:** Our team has been encouraged by the great content that the CDC has provided as an EAP member and would like to continue working with you over the next month to make a significant dent in addressing COVID-19 related content gaps on the open web.

**New Features:** We've listened to your feedback over the last couple of weeks, and we've worked to add some capabilities to Question Hub to make it easier for you to create content. Our product team enabled a feature that allows you to "star" questions you're working on, so you no longer run the risk of having a question you're writing content for drop off at the 24 hour refresh. This feature went live yesterday. Additionally, our team is working on enabling some stats in the tool to show a summary of articles submitted and some more in-depth metrics. This should be live by next week. Note that to see the in-depth metrics, your organization needs to be set up with [Google Search Console](#).

**EAP Best Practices:** As a valued partner, we wanted to share some best practices as you continue to address the most prevalent unanswered user queries for COVID-19 topics. Attached you can find details about how to increase the likelihood of your content being eligible to show on multiple Search surfaces (specifically: organic blue links, Common Questions Q&A, Voice Search Results). We want to help make your content visible so I'll continue to share best practices as we continue to learn more about how Question Hub content is being ingested by Search.

**Approval to Use Longer Snippets:** For surfaces such as Common Questions, we currently only consider potential answers that are 320 characters or less, but our team can feature larger snippets if you give us written approval. If this is something your organization is interested in, just reply to this thread allowing us to feature snippets larger than 320 characters and we can consider that as your written approval.

As always, please let me know if you have any questions or need help with anything. Keep the answers and feedback coming!

Thanks,  
Stanley

On Wed, Apr 22, 2020 at 4:43 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:



Thanks Stanley

I'm in also. And the handy export function will allow us to track this stuff through our system without having to keep adding more and more people. We will probably add a few more, but it shouldn't be excessive.

Also, I can tell from glancing through here that there are potentially a number of rumors that could be addressed (usually around micronutrients and over the counter medicines and of course "Weed kills coronavirus", that trended in California 6-8 weeks ago! ☺)

Fred

**From:** Verma, Rohit (CDC/OD/OADC) <[rcv9@cdc.gov](mailto:rcv9@cdc.gov)>  
**Sent:** Tuesday, April 21, 2020 8:51 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Subject:** Re: Question Hub users

Thank you Stanley - I'm able to access the Question Hub.

Rohit Verma, M.Sc.

Senior Digital Media Analyst

Office of the Associate Director for Communication (OADC)

Centers for Disease Control and Prevention (CDC)

2500 Century Center Pkwy, MS-E21

Atlanta, Georgia 30345

Phone: [404.498.6696](tel:404.498.6696)

Mobile: [513.678.4097](tel:513.678.4097)

Fax: 404.498.0988

Email: rverma@cdc.gov

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, April 21, 2020 7:59:49 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
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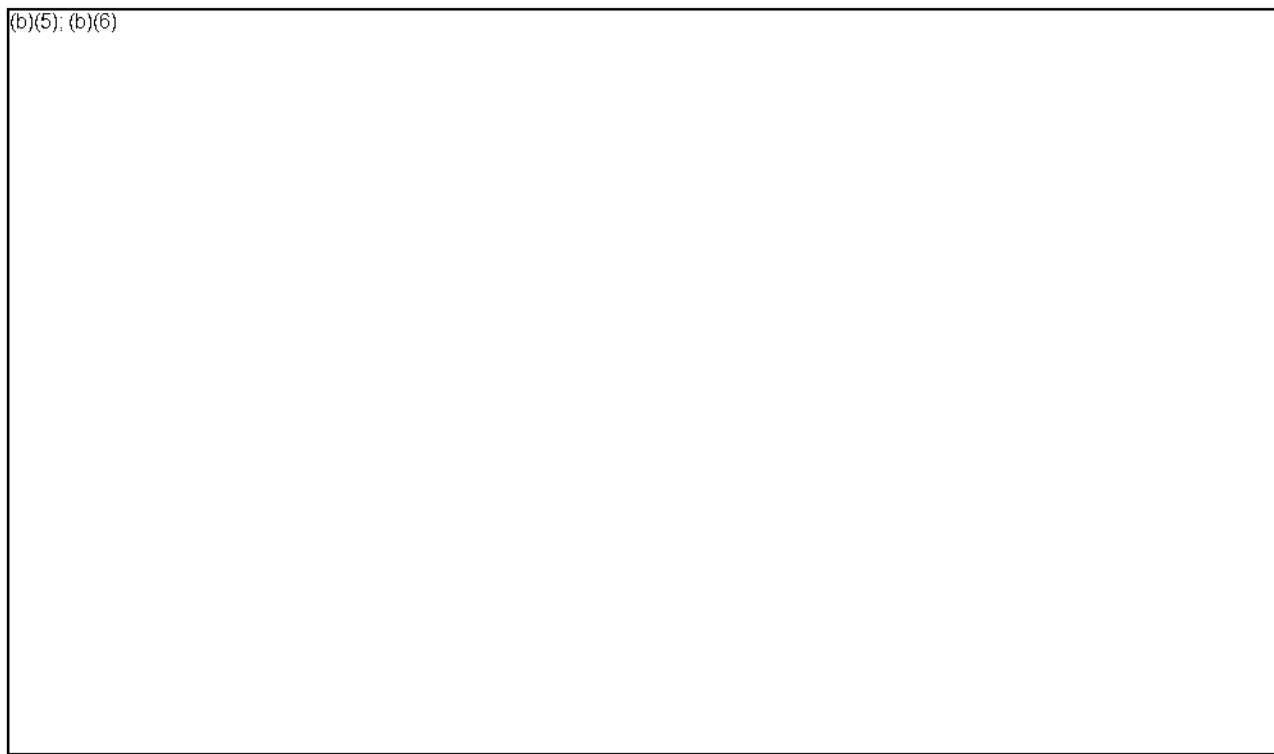
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For example, my email address, [rev9@cdc.gov](mailto:rev9@cdc.gov), was created with the above method and cannot be associated with another Gmail account. This is the login used to access other Google products such as Google Webmaster Tools, Data Studio, and Google Search Console, etc. Fred's account ([cvp9@cdc.gov](mailto:cvp9@cdc.gov)) was created the same way I believe.

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Rohit Verma, M.Sc.

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A) [Associate your CDC email account with a Google Account](#)

1. Open your Gmail Account. You might need to sign in.
2. Select "Personal info."
3. Choose Email and then Advanced.
4. Next to "Alternate emails," select Add alternate email or Add other email. You may need to sign in again.
5. Enter an email address you own. Select Add.

B) Sign up for a Gmail account if you do not already have a Google Account

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Please provide a link or instructions to get to the hub.

Thank you again for this opportunity and all that Google is doing for this pandemic.

Fred

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

Google

# Question Hub

COVID-19 Early Access Program

*Best Practices + Recommendations*

Total Deaths

Proprietary + Confidential

4.720

3,056

Hubei

827

429

66

55

48

31

22

16

13

6

3

2

1

1

1

1

1

1

1

1

1

1

1

1

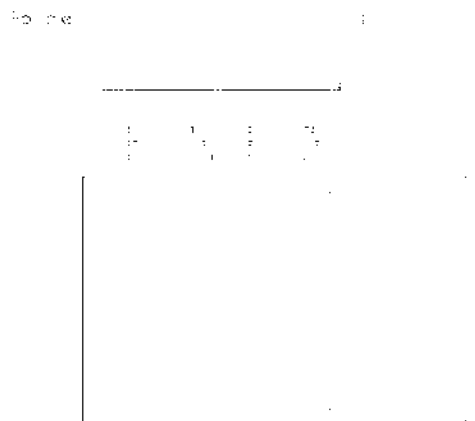
1

1

# Most Common Search Surfaces Your Content Could Be Eligible For

Question Hub





The classic “blue links” in Google Search that are sorted algorithmically by relevance to a user’s search terms.



A feature on Google Search that allows users to see common questions asked by users in a Q&A format.

**COVID-19 alert**

## Common questions

- How does the coronavirus disease spread? 
- Can you contract the coronavirus disease from a package in the mail? 
- How long does the coronavirus last on surfaces? 
- Can pets spread COVID-19? 

Learn more about COVID-19: [What you need to know about COVID-19](#)

# Best Practices - Organic Search Results

for organic results.

How your content ranks on organic search is  
content that exists online.

relative to the

If possible, we strongly recommend to  
pages)

\_(especially for FAQ

# Best Practices - Common Questions

## The recommendations below will help your content become eligible determine for Common Questions

Questions should be **phrased as questions** instead of statements on your site

E.g: *Does garlic cure coronavirus?* vs. *Myth: Garlic cures coronavirus*

- **Answers should be clear, complete, and not misleading** and not refer to other content on the webpage they should be clear, complete, and not misleading.
- **Answers should be concise** (no editorial content, self promotion, etc.).
- **Answers should be relevant** in order to have broad appeal to many users.
- **Answers should be simple** only (avoid images or complex HTML).
- **Answers should be accurate** as possible.

• **Note:** this will also help their eligibility to be surfaced in voice-only Search interfaces (like Google Home)

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Sent:** Fri, 24 Apr 2020 19:28:23 +0000  
**To:** Airton Tatoug Kamdem; Annie Lewis; Payton Itheme; Darcey Kane Geary  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC); Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** RE: Questions: CDC Reusing Creative for Ads

Thank you!

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Friday, April 24, 2020 1:06 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** Re: Questions: CDC Reusing Creative for Ads

Happy Friday Marie,

Hope all is well, confirming that the asset with the cloth covering (attached) will not need a disclaimer as well. Feel free to launch at your convenience.

Thank you,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Date:** Thursday, April 23, 2020 at 2:42 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** Questions: CDC Reusing Creative for Ads

Hey Facebook team,

Happy Thursday! I hope you all are staying safe and healthy.

Two questions for you all.

- One is related to CDC (b)(5)

(b)(5)

- Also, we have updated two animated videos previously used as ads to ensure the people depicted have cloth face coverings. (b)(5)

(b)(5)

Please let me know if you have any questions or concerns. Happy to chat if it would help.

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
Telework Days: Monday through Friday



**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 24 Apr 2020 03:12:10 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Payton Itheme;Darcey Kane Geary  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR);Julia Eisman  
**Subject:** Re: Questions: CDC Reusing Creative for Ads

Sounds good, thank you Marie.

Get [Outlook for iOS](#)

**From:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>  
**Sent:** Thursday, April 23, 2020 10:30:24 PM  
**To:** Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>; Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Julia Eisman <juliaeisman@fb.com>  
**Subject:** Re: Questions: CDC Reusing Creative for Ads

Awesome. Understood. I will be sure to make a note in a process doc.

phone: 770-488-5265

Please excuse typos as this email was sent using mobile device.

Get [Outlook for Android](#)

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Thursday, April 23, 2020 10:23:00 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Julia Eisman <juliaeisman@fb.com>  
**Subject:** Re: Questions: CDC Reusing Creative for Ads

Thank you Marie,

You are okay to adjust the targeting audience as stated and run previously approved assets with ad credits as long as these targeting parameters remain within the United States. Please let us know if you have any additional questions.

Best,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Thursday, April 23, 2020 at 10:14 PM  
**To:** Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, Julia Eisman <juliaeisman@fb.com>  
**Subject:** Re: Questions: CDC Reusing Creative for Ads

Airton,  
Yes, we are only focused on US.

Marie

phone: 770-488-5265

Please excuse typos as this email was sent using mobile device.

Get [Outlook for Android](#)

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Thursday, April 23, 2020 9:59:34 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Julia Eisman <juliaeisman@fb.com>  
**Subject:** Re: Questions: CDC Reusing Creative for Ads

Marie,

This is very helpful, thank you for the added context. Can you also confirm that you'll stay within The United State for any/all targeting changes to previously approved assets?

-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Thursday, April 23, 2020 at 9:42 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, Julia Eisman <juliaeisman@fb.com>  
**Subject:** RE: Questions: CDC Reusing Creative for Ads

Airton,

Sure. We are looking to target specific locations based on data. We would hope to do this on a rolling basis, every so many days, with the same creative and ad text. The creative and text would convey key messages such as when to see a doctor, when to call a doctor if you think you are sick, and emphasize social distancing and cloth face coverings when out in public. I would say this is a message bank and would be rolled out for each of the data driven locations.

Currently there are four pieces of creative and text in this message bank (of sorts):

- When to call a doctor, animated video (approved 4.20)
- What to do if you think you are sick, static image (approved 4.20)
- Social distancing, animated video (with the addition of cloth face coverings) (approved 4.10)
- Do's and Don'ts of cloth face coverings, static image (same as video) (approved 4.10)

This doesn't mean we will stop these messages more generally. But we want to be sure we are making good use of data that we have available to reach specific groups/locations.

Does this help? Have I confused things more?

Thanks,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
COVID-19 Response  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Thursday, April 23, 2020 9:24 PM  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>  
**Subject:** Re: Questions: CDC Reusing Creative for Ads

Hi Marie,

Thank you for the context, confirming receipt. As I run this by our team, would you able to share more details around the targeting changes you'd be making in this case?

-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Date:** Thursday, April 23, 2020 at 2:42 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Subject:** Questions: CDC Reusing Creative for Ads

Hey Facebook team,

Happy Thursday! I hope you all are staying safe and healthy.

Two questions for you all.

- One is related to CDC (b)(5)  
(b)(5)

- Also, we have updated two animated videos previously used as ads to ensure the people depicted have cloth face coverings. (b)(5)  
(b)(5)

Please let me know if you have any questions or concerns. Happy to chat if it would help.

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2  
Phone: 770-488-5265  
MBallman@cdc.gov  
Telework Days: Monday through Friday

**From:** Airton Tatoug Kamdem  
**Sent:** Fri, 24 Apr 2020 17:06:03 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Annie Lewis;Payton Itheme;Darcey Kane Geary  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC);Hood, Emily (CDC/OD/OADC) (CTR)  
**Subject:** Re: Questions: CDC Reusing Creative for Ads  
**Attachments:** 20\_315986-A\_McDaniel\_COVID-19\_Animations\_01\_02\_1080x1080[2].mp4

Happy Friday Marie,

Hope all is well, confirming that the asset with the cloth covering (attached) will not need a disclaimer as well. Feel free to launch at your convenience.

Thank you,  
-Airton

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Thursday, April 23, 2020 at 2:42 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Subject:** Questions: CDC Reusing Creative for Ads

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Two questions for you all.

- One is related to CDC (b)(5)  
(b)(5)
- Also, we have updated two animated videos previously used as ads to ensure the people depicted have cloth face coverings. (b)(5)  
(b)(5)

Please let me know if you have any questions or concerns. Happy to chat if it would help.

Marie Rachel (Carter) Ballman, MPH  
Health Communication Specialist  
Social Media Ad Manager

COVID-19 Response  
JIC-Social Media Team-2

Phone: 770-488-5265

[MBallman@cdc.gov](mailto:MBallman@cdc.gov)

Telework Days: Monday through Friday

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sun, 3 May 2020 13:38:00 +0000  
**To:** Stanley Onyimba  
**Cc:** Jan Antonaros  
**Subject:** RE: Stress and Coping during COVID-19 Product Experience

I'm a bit worried that since there are changes it will take longer than Monday but we will see.  
Thanks for sending back so fast.

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Saturday, May 2, 2020 6:48 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Carol,

We appreciate all of your help pushing forward for Monday. (b)(5)

(b)(5)

Please let us know if your team has any questions or would like to discuss on a call tomorrow.

Thanks,  
Stanley

On Sat, May 2, 2020 at 4:56 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:  
I think Monday afternoon is tight but possible and we'll try hard to make that happen. I'll also run the

(b)(5)

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, May 1, 2020 9:31 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello Carol,

(b)(5)

(b)(5)

(b)(5)

Lastly, we'd like to make the content available in other languages starting with Spanish. Please let us know if the CDC is comfortable with following Spanish translation:



(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 6:19 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 11:32 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD)

<anc0@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:2023131196)

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:  
Oops, hi Jan, I think our emails just crossed at the same time. ☐

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



Saving Lives.  
Protecting People.  
cdc.gov/247

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, May 1, 2020 10:42 AM  
**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eoevent378@cdc.gov>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
jantonaros@google.com  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>  
**Sent:** Friday, May 1, 2020 8:09 AM  
**To:** Jan Antonaros <jantonaros@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>  
**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,  
Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,  
Anita

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Thursday, April 30, 2020 5:50 PM  
**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)  
**Cc:** Megan Ryskamp; Stanley Onyimba  
**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

--

Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
-----------------	-----------------------------	--------------------------------------------------------------

**From:** Stanley Onyimba  
**Sent:** Sat, 2 May 2020 15:48:00 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Jan Antonaros  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience  
**Attachments:** CDC-Google COVID Stress and Coping Agreement (Google Draft 050220).docx, CDC - Google Stress and Coping Agreement (Google Redline 050220 TC).docx

Hi Carol,

We appreciate all of your help pushing forward for Monday. (b)(5)

(b)(5)

Please let us know if your team has any questions or would like to discuss on a call tomorrow.

Thanks,  
Stanley

On Sat, May 2, 2020 at 4:56 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

I think Monday afternoon is tight but possible and we'll try hard to make that happen. I'll also

(b)(5)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 9:31 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello Carol,

(b)(5)

(b)(5)

(b)(5)

Lastly, we'd like to make the content available in other languages starting with Spanish. Please let us know if the CDC is comfortable with following Spanish translation:

(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

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Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

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**Sent:** Friday, May 1, 2020 11:32 AM

**To:** Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)>

**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[eocevent378@cdc.gov](mailto:eocevent378@cdc.gov)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Oops, hi Jan, I think our emails just crossed at the same time. 😊

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,

Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



Saving Lives.  
Protecting People.<sup>™</sup>  
[www.cdc.gov](http://www.cdc.gov)

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 10:42 AM

**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC)

<cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>

**Sent:** Friday, May 1, 2020 8:09 AM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn,

Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>

**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,

Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force

(b)(5)

(b)(5)

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, April 30, 2020 5:50 PM

**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)

**Cc:** Megan Ryskamp; Stanley Onyimba

**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**Centers for Disease Control and Prevention/CDC  
Trademark License Agreement—Non-Exclusive**

**Trademark License Number:**

**Licensee:** Google, LLC

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(b)(5)

**From:** Stanley Onyimba  
**Sent:** Mon, 23 Mar 2020 10:37:29 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Smith, Fred (CDC/OD/OADC)  
**Subject:** Re: Twitter account

Hi Carol,

Thanks for the feedback. We've updated the Twitter handle on the [Search page](#) to @CDCgov.

Thanks,  
Stanley

On Mon, Mar 23, 2020 at 6:17 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Stanley - it also seems like the twitter account that is primarily being pulled is not our primary one for this response. We'd prefer @CDCgov if possible.

Thanks.

Local and health authorities on Twitter

CDC Emergency (@CDCemergency)  
A new report in @CDCMMWR shows serious disease & death from COVID-19 in US is higher in older age groups, similar to other countries. Communities should encourage hand hygiene & social distancing to help slow the spread of COVID-19 & protect older adults.  
bit.ly/2AP1EaF  
pic.twitter.com/3g5X7kv

Twitter | @CDCemergency

CDC Emergency (@CDCemergency)  
#LeadByExample & share healthy habits, like effective handwashing, with others. Handwashing is a practical skill that you can easily learn & practice often to #PrepYourHealth. It takes at least 20 seconds, & can be done in 5 simple steps:  
pic.twitter.com/503Vqpl07  
#COVID19  
pic.twitter.com/1C7aX7

Twitter | @CDCemergency

CDC Emergency (@CDCemergency)  
Prepare for the possible spread of #COVID19 in your community. Preparation is especially important for older adults & people with underlying medical conditions. Learn what actions you should take.  
pic.twitter.com/2R11  
pic.twitter.com/3narR1v

Twitter | @CDCemergency

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Sunday, March 22, 2020 7:37 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Re: Old CDC link

Hi Carol,

Yes, thanks for the feedback. We will update the site to point to the updated link soon.

@Fred - how did the self-checker impact/traffic analysis look today?

Thanks,  
Stanley

On Sun, Mar 22, 2020 at 2:08 PM Crawford, Carol Y. (CDC/OD/OADC) <cjyl@cdc.gov> wrote:

Stanley – on this part of google COVID rollout: <https://www.google.com/covid19/>

Can you change the ‘Information about COVID in the US’ link that goes to this <https://www.cdc.gov/coronavirus/2019-ncov/about/index.html>

To this: <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

You did this on the earlier SOS alert but seems like the older page carried over to this new presentation. Thank you!

## Help & information COVID-19 Alert

### Information about COVID-19 in the United States

Get the latest disease outbreak and prevention information

 [cdc.gov](https://www.cdc.gov/coronavirus/2019-nCoV/index.html)  [cdc.gov](https://www.cdc.gov/coronavirus/2019-nCoV/index.html) 

### Symptoms & testing

Learn more about COVID-19 symptoms and how to get tested

 [cdc.gov](https://www.cdc.gov/coronavirus/2019-nCoV/symptoms-and-testing.html)  [cdc.gov](https://www.cdc.gov/coronavirus/2019-nCoV/symptoms-and-testing.html)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)



--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Kristen Judge  
**Sent:** Tue, 19 May 2020 14:11:54 -0700  
**To:** Nikki Golding  
**Cc:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Emily Ashley; DiMattia, William (Jeff) (CDC/OCOO/HRO); Lauren Culbertson; Yunyou, Andrea (CDC/OD/OADC); Verma, Rohit (CDC/OD/OADC); Steve Hult; Tom Tarantino; Zachary Gingold  
**Subject:** Re: Twitter Enterprise Data & CDC: Follow-up and next steps

Hi Fred,

I wanted to follow up here to see if you were interested in the COVID-19 Data. Do you have time to sync up this or next week?

Thanks,  
Kristen

On Wed, Apr 29, 2020 at 11:14 AM Kristen Judge <kjudge@twitter.com> wrote:

Hi CDC team,

I have good news to share! To further support Twitter's ongoing efforts to protect the public conversation, and help people find authoritative health information around COVID-19, we're releasing a new endpoint into Twitter Developer Labs to enable approved developers and researchers to study the public conversation about COVID-19 in real-time.

Given the expertise and computational resources necessary to handle this data, and recognizing the sensitivity of it, we've created a whitelisted application process to access this endpoint. We plan to carefully review access requests to ensure they support the public good and also adhere to the terms of our Developer Agreement and Developer Policy.

This new stream will include all Tweets related to COVID-19 as classified by our Tweet annotations. We intend to publish the initial set of keywords and hashtags of the Tweet annotation powering the COVID-19 topic, so you have transparency into the contents of the stream and can supplement as needed.

We'll be approving access to this endpoint for applicants who meet the following criteria:

- You have an approved Twitter developer account
- You have demonstrable experience working with Twitter data in JSON format (which your organization obviously already does)
- You have a clear plan and ability to support the ingestion, processing, storage, and analysis of streaming data at a scale of 50M+ Tweets per day
- Your project is adherent with our Developer Terms and Restricted Use Cases
- Your use case is non-commercial (ie. you do not plan to monetize the use of this data)

- Your use case supports the public good

**We'll do our best to review applications in a timely manner, however, we cannot guarantee immediate response.** We truly appreciate your patience with us as we try something new, and be sure to follow up with me if you have any questions.

Thank you,  
Kristen

On Tue, Apr 28, 2020 at 4:29 PM Kristen Judge <[kjudge@twitter.com](mailto:kjudge@twitter.com)> wrote:  
Hi Fred and team,

I hope you are all well.

Do you have any updates on your needs? We're happy to help in any way we can.

Thank you,  
Kristen

On Wed, Apr 22, 2020 at 2:05 PM Nikki Golding <[ngolding@twitter.com](mailto:ngolding@twitter.com)> wrote:  
Hi Fred and team,

Python code

R

Additional Libraries

Apologies for the delay! Let us know if you have any questions!!

Kind regards- Nikki

On Wed, Apr 22, 2020 at 8:17 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Thanks Kristen

We'll get the requested information back to you for the elevated rates.

Also, were you going to send up sample R and Python code for accessing these enterprise endpoints?

Fred

**From:** Kevin Hatcher  
**Sent:** Mon, 6 Apr 2020 15:46:30 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Ihome  
**Subject:** Re: Two suggestions in yellow

Hi Carol- Noted. We can fix that.

Quick question, are you all planning to create any content specifically for diabetics? If not, do you have suggestions for which health orgs are producing quality covid-19 content focused on helping those with diabetes? I imagine it would be the ADA, but I'd love your expert input. I ask because we keep seeing diabetes come up in the emerging literature as a common yet dangerous condition that can put folks at higher risk, and we'd like to help connect those communities with reliable info.

Thanks,  
Kevin

Sent from my iPhone

On Apr 6, 2020, at 4:58 AM, Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

That second one just does not sound right but not sure you need that sentence anyway. Others are still reviewing other sections.

(b)(5)

(b)(5)

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

**From:** Hood, Emily (CDC/OD/OADC) (CTR)  
**Sent:** Tue, 7 Apr 2020 17:57:32 +0000  
**To:** Airton Tatoug Kamdem;Annie Lewis;Payton Itheme;Darcey Kane Geary  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Dempsey, Jay H.  
(CDC/OD/OADC)  
**Subject:** RE: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** Screen 1 4.7.PNG, screen 2 4.7.PNG, screen 3 4.7.PNG

Thank you for chatting! I've attached screenshots as requested. Please let me know if you need anything else.

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, April 7, 2020 11:51 AM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Itheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Okay, no worries, let's review on the call.  
We'll confirm on other visuals that may be helpful as we hear more from our technical team.

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Tuesday, April 7, 2020 at 10:58 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>  
**Cc:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Thank you! I had already set up the ads before you mentioned the screen recording—Would it be helpful if I sent you screenshots of anything else in the campaign before our call?

Thanks,  
Emily

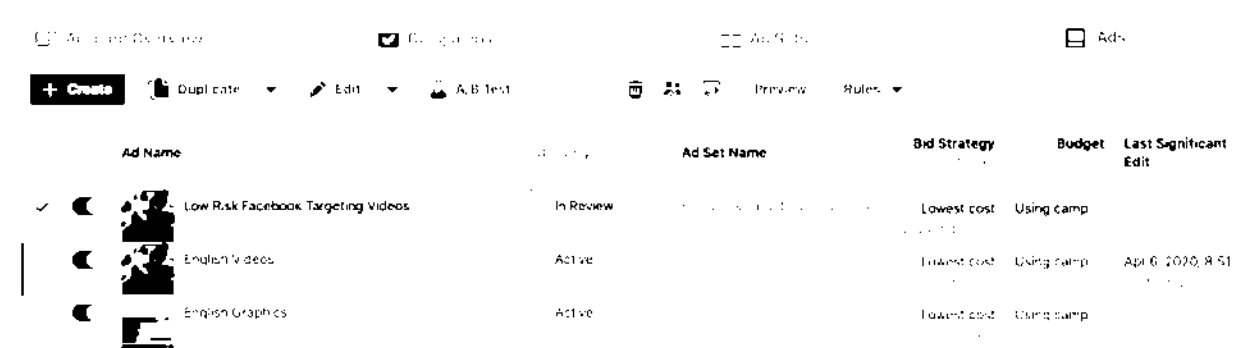
**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, April 7, 2020 10:52 AM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Hi Emily,

It looks like "English videos" is now delivering and the "low risk targeting videos" progressed to being *In Review*, which is a good sign.  
If you're able to send a screen recording that would be helpful, in the meantime, we'll track the progress of "low risk Facebook targeting videos" and debrief on the call this afternoon.



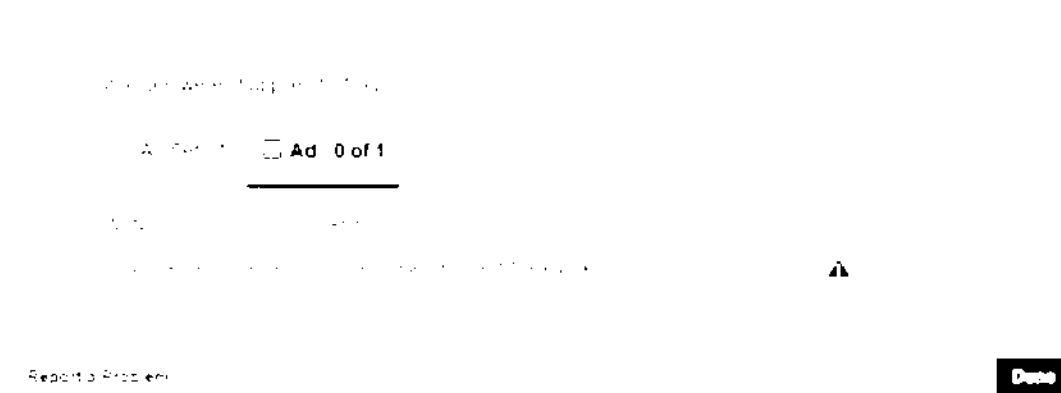
Thanks,  
Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>  
**Date:** Tuesday, April 7, 2020 at 10:08 AM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Thanks for the help!

Today in our Ads Manager both these Low Risk campaigns had been turned off—We were able to turn **Low Risk English Data Sets Videos** back on successfully, but I attempted to push the **Low Risk English Facebook Targeting Videos** campaign live and received the same “object already exists” error. I also had renamed the ad set and ad in order to ensure they had different names from others.

**Confirmation**



Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, April 7, 2020 9:57 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Good morning team,

Just wanted to provide an update, we've flagged this issue to our technical teams, and as they're investigating, if you're able to share a screen recording of your experience with this issue in ads manager, it would help them diagnose and address more quickly. Please let us know if this is something you're able to do ahead of the call.

Thanks,  
Airton | Government

# FACEBOOK

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

**Date:** Monday, April 6, 2020 at 9:06 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>

**Cc:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>

**Subject:** RE: Updated Ad Council Assets and Social Distance Ad


Thanks Airton- Good to hear the Instagram profile is now authorized. So, when attempting to publish both these sets of ads, I'm getting different error messages. I'm ensuring the disclaimer box is checked. Sharing below for your reference. Yes, please hold 1:30 for a call with use. Appreciate your help.


Best –

Jay

Low Risk English Facebook target videos

Changes weren't applied to 1 ad

 Ad 0 of 1

Ad Name	Status
Untitled Ad	Creation Failed: Object Already Exists: The object ID  <a href="#">View details</a>

[Report a Problem](#)

**Done**

Low risk English Data Sets



Error while publishing draft. Request contains invalid fragment. Do. The request contains invalid fragment. Do [23644540499290434]. Please check whether the draft. Do or fragment. Do are correctly set. #1915196

Changes weren't applied to 2 campaigns, 1 ad and 1 ad set.

Campaigns 0 of 2    Ad Set 0 of 1    Ad 0 of 1

Campaign Name	Status
Low Risk English Data Sets Video	This item couldn't be uploaded.
Low Risk English Facebook Targeting	This item couldn't be uploaded.

Report a Problem

Done

**Ad Name**

View and edit ad name

AD Preview

English Video

11 Placements

View More Variations

**Identity**

Video Feeds

**Facebook Page**

fb.com

The page must exist and be visible to the public.

**Instagram Account**

fb.com

**Ad Setup**

Format

**Feeds**



**Stories**



**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Monday, April 6, 2020 8:34 PM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>

**Cc:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Ballman, Marie R.

(CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>

**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Hi Jay,

Thanks for following up on this. We just received confirmation that authorization for The CDC's Instagram page has gone through, do you mind attempting to push these ads once more while self-selecting *"this ad is about social issues, elections, or politics"*? – please note that this will need to be completed by you since you're authorized to run ads using a disclaimer.

As you go through, please share the relevant Ad Names or IDs if you can.

If the issue persists, we have an opening at 1:30p tomorrow to connect if that works for you.

Thank you,

Airton | Government

**FACEBOOK**

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

**Date:** Monday, April 6, 2020 at 5:39 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>

**Cc:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>

**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Hi Airton- Thanks for following up. Some updates from our end:

- Emily and Marie will be creating/ publishing ads, and they are working on completing the authorization process.
- I've submitted the request to have our Instagram profile's name reviewed so it can be authorized to run ads w/ disclaimers.
- We're still having some difficulties on our end in getting the "Low Risk English Data Sets" and "Low Risk English Facebook Target" ads running. For example, because Instagram isn't yet authorized to run the ads requiring disclaimers, seems like none of the ads are publishing, even the ones for Facebook that should be ok.

Could we maybe set up a time to do a screen share to troubleshoot some of these issues?

Thanks again for your help!

Jay H. Dempsey

On behalf of CDC JIC Social Media Team  
COVID-19 Response

Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

TELEWORKING

Mobile: 404-910-8478

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**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Saturday, April 4, 2020 5:46 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Hi Jay,

Hope all is well, confirming that anyone creating the ads does need to be individually authorized to do so, but they should *not* need to create new disclaimers -- please find some helpful examples as it relates to page roles and *ads about social issues* [here](#).

Yes, the Instagram account will also need to be set up since it is a slightly different name than your facebook page (@cdc v. @cdcgov) – please find instructions on doing so [here](#). As an admin, you'll need to access the Instagram page through Business Manager to do so.

Additionally please let us know if you notice otherwise on your end but it doesn't look like the checkbox for "*this ad is about social issues, elections, or politics*" was selected on the 'Low Risk English Facebook Target Videos' (screenshot attached).

Let us know if you're able to progress with any of the above.

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Saturday, April 4, 2020 at 3:53 PM  
**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)"

<obq0@cdc.gov>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>

**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Airton & team- Following up to let you know of a couple of issues on our end when publishing the Surgeon General ad assets.

- We published the "Low Risk English data sets" video and its status is currently "In Review."
- We attempted to publish the "Low Risk English Facebook Target videos" set and are unable to see its status.
- For both, we received the error message that our Instagram profile was set up with the disclaimer. I attempted to add the Instagram page to the disclaimer in the ad options page, but the "save" button wasn't accessible as an option.

Finally, since we have other team members (Emily & Marie, CC'd here) who will be building and publishing the ads, will they need to verify their identities/ build disclaimers as I did? Was thinking if I did this as the page admin, that would work for any of the other team members with page access rights?

Thanks for any advice!

Jay


Jay H. Dempsey

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

TELEWORKING

Mobile: 404-910-8478

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 Join us on [Facebook](#)

**From:** Dempsey, Jay H. (CDC/OD/OADC)

**Sent:** Saturday, April 4, 2020 12:14 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR)

<obq0@cdc.gov>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>

**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Thanks Airton! Confirming that I've linked the "CDC with Facebook Ad Credits" disclaimer to the CDC's main Ad Account. Emily Hood or Marie Ballman on CDC's team will take it from here and be in touch with any questions.

Emily/ Marie- Just flagging this info for when you build the ad & select the "...with Facebook Ad Credits" disclaimer.

*select the checkbox stating "This ad is about social issues, elections or politics" to set the disclaimer as you're creating the ad in Ads Manager. Instructions towards this end can be found [here](#), or in the second half of the video in option #2 [here](#).*

Thanks!

Jay

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>

**Sent:** Friday, April 3, 2020 5:52 PM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>

**Subject:** Re: For Review: Updated Ad Council Assets and Social Distance Ad

Hi Jay,

Hope all is well, thanks again for your patience as our team reviewed The Surgeon General assets. We can now confirm that these assets will need to carry the "CDC with Facebook Ad Credits" disclaimer, but are otherwise okay to run.

If you haven't already, you'll need to link the "CDC with Facebook Ad Credits" disclaimer to the CDC's main Ad Account, and select the checkbox stating "This ad is about social issues, elections or politics" to set the disclaimer as you're creating the ad in Ads Manager. Instructions towards this end can be found [here](#), or in the second half of the video in option #2 [here](#).

Lastly, since this will be your first ad carrying a disclaimer, we did want to flag that in order to provide transparency on *Ads about Social Issues, Elections or Politics*, any ads carrying disclaimers are publicly visible and searchable within The Ad Library for seven years -- you can learn more about The Ad Library [here](#).

Thank you,

Airton | Government

**FACEBOOK**

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Friday, April 3, 2020 at 1:32 PM  
**To:** Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad

Hi Facebook team – I'm sharing two items for your review.

1. A link to the updated Ad Council "High Risk" ad assets that we will plan to use part of the ad credits on in the coming weeks. See spreadsheet with ad copy/links, also included in the link.
2. Copy for a Social Distancing ad that we created from one of our assets. (video file attached).

Looking forward to hearing your feedback! (b)(5)

(b)(5)

Finally, I'm looping in Marie Ballman, who is coming on board to help us with managing the ads process.

**Updated Ad Council Assets:** <https://centersfordiseasecontrol.sharefile.com/d-sb812caa07c047639>

Social Distancing ad copy:

(b)(5)

Thanks!

Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

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Ad Name	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
...	...	...	...	...	...	...	...	...
...	...	...	...	...	766,268	756,969	756,969	\$0.91

LOW-RISK BIDDING Targeting: 100%

Ad Name: [Name]

Identity: [Details]

Ad Setup: [Details]

Search Manager: Search Links

Message: [Details]

Assets: [Creative Assets]

Facebook Feed Ad Preview

Mobile Feed Ad Preview

Desktop Feed Ad Preview



Facebook

Ad Manager

Ad Account

Ad Campaign

Ad Group

Ad Creative

Ad Placement

Ad Reporting

Ad Settings

Ad Targeting

Ad Optimization

Ad Performance

Ad Budget

Ad Scheduling

Ad Attribution

Ad Conversion

Ad Retention

Ad Frequency

Ad Reach

Ad Impressions

Ad Clicks

Ad Conversions

Ad Cost

Ad ROI

Ad Lifetime Value

Ad Attribution Window

Ad Attribution Model

Ad Attribution Reporting

Ad Attribution Settings

Facebook Ad Manager

Ad Name

Ad Identity

Ad Setup

Ad Targeting

Ad Optimization

Ad Performance

Ad Budget

Ad Scheduling

Ad Attribution

Ad Conversion

Ad Retention

Ad Frequency

Ad Reach

Ad Impressions

Ad Clicks

Ad Conversions

Ad Cost

Ad ROI

Ad Lifetime Value

Ad Attribution Window

Ad Attribution Model

Ad Attribution Reporting

Ad Attribution Settings

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+ Create

Edit



Preview

Rules

View Setup

Columns Performance

Breakdown

Reports

✓	Ad Name	Delivery	Ad Set Name	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Q Ad S
✓	Low Risk Facebook Targeting Videos	In Review	Facebook Targeting for Videos	Lowest cost Lead Unique	Using camp .		Reach			Per 1,000	
✓	English Videos	Active	Engl - Videos	Lowest cost Lead Unique	Using camp	Apr 6, 2020, 8:51 Yesterday	621,873 Reach	621,873	621,873	\$0.89 Per 1,000	
	> Results from 2 ads					—	<b>766,569</b> Reach	<b>766,569</b> Reach	<b>766,569</b> Total	<b>\$0.91</b> Per 1,000	

✎ Edit

### Ad Name

Identity - 12/20/16

### Identity

Identity - 12/20/16

100%

Identity - 12/20/16

Identity - 12/20/16

Identity - 12/20/16

Identity - 12/20/16

Identity

### Ad Setup

Rollout

Identity - 12/20/16

Identity

Identity

Identity

Identity

Select images

Select videos

Create a design

Create a video

Targeting - 12/20/16

Identity - 12/20/16

Edit video

Identity - 12/20/16

Edit video

Identity - 12/20/16

Edit video

Identity - 12/20/16

Edit video

Identity - 12/20/16

Identity - 12/20/16

Ad Placements

11 Placements

Reels

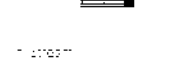
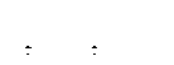
TV



Video

Link More variations

Feed



Edit Ad

### Ad Name

1001 English

identity

1001 English

1001

1001 English

1001 English

1001

1001

### Ad Setup

1001

1001 English

1001

Select Images Select Videos

Create Sidekick Create Video

1001 1001 and 1001



Edit Video



Edit Video



Edit Video

1001 English

1001

1001 English

1001 English

View More Variations

1001 English



1001 English

1001



1001

1001



1001

**From:** Airton Tatoug Kamdem  
**Sent:** Tue, 7 Apr 2020 20:17:36 +0000  
**To:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH);Hood, Emily (CDC/OD/OADC) (CTR);Annie Lewis;Payton IHEME;Darcey Kane Geary  
**Cc:** Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Great to hear, thanks for the update Marie.

-A

**From:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Date:** Tuesday, April 7, 2020 at 4:15 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, Annie Lewis <alewis@fb.com>, Payton IHEME <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>  
**Cc:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Airton,

Quick update the ad campaign is live. All ads are a go at this time.

Thank you and your staff for all of their assistance.

Stay safe and healthy,  
Marie

Marie Rachel (Carter) Ballman, MPH  
Lead Health Communication Specialist  
[MBallman@cdc.gov](mailto:MBallman@cdc.gov)  
770-488-5265

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, April 07, 2020 3:51 PM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton IHEME <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Hi team -- Thank for taking the time to connect, we'll provide feedback here soon.

-A

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Tuesday, April 7, 2020 at 1:58 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton IHEME <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>

**Cc:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Thank you for chatting! I've attached screenshots as requested. Please let me know if you need anything else.

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Tuesday, April 7, 2020 11:51 AM

**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>

**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>

**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Okay, no worries, let's review on the call.

We'll confirm on other visuals that may be helpful as we hear more from our technical team.

Thank you,

Airton | Government

**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>

**Date:** Tuesday, April 7, 2020 at 10:58 AM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>

**Cc:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>

**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Thank you! I had already set up the ads before you mentioned the screen recording—Would it be helpful if I sent you screenshots of anything else in the campaign before our call?

Thanks,

Emily

**Emily Hood**

Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309

**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>  
**Sent:** Tuesday, April 7, 2020 10:52 AM  
**To:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton IHEME <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>  
**Cc:** Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Hi Emily,

It looks like "English videos" is now delivering and the "low risk targeting videos" progressed to being *In Review*, which is a good sign.

If you're able to send a screen recording that would be helpful, in the meantime, we'll track the progress of "low risk Facebook targeting videos" and debrief on the call this afternoon.

The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Ad Sets Overview', 'Campaigns', 'Ad Sets', and 'Ads'. Below the tabs is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', 'A/B Test', 'Preview', and 'Rules'. The main content area displays a table of ad sets with the following columns: Ad Name, Status, Ad Set Name, Bid Strategy, Budget, and Last Significant Edit.

Ad Name	Status	Ad Set Name	Bid Strategy	Budget	Last Significant Edit
Low Risk Facebook Targeting Videos	In Review	Low Risk Facebook Targeting Videos	Lowest cost	Using campaign	
English Videos	Active	English Videos	Lowest cost	Using campaign	Apr 6, 2020, 8:51 AM
English Graphics	Active	English Graphics	Lowest cost	Using campaign	

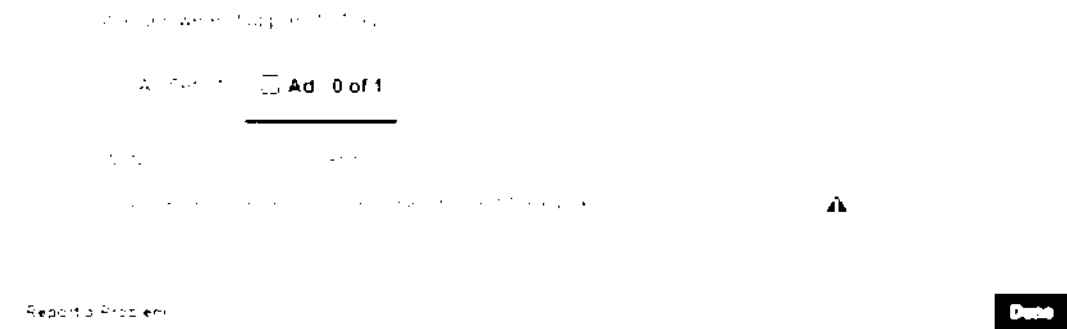
Thanks,  
Airton | Government  
**FACEBOOK**

**From:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>  
**Date:** Tuesday, April 7, 2020 at 10:08 AM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Annie Lewis <alewis@fb.com>, Payton IHEME <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>  
**Cc:** "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>  
**Subject:** RE: Updated Ad Council Assets and Social Distance Ad

Thanks for the help!

Today in our Ads Manager both these Low Risk campaigns had been turned off—We were able to turn **Low Risk English Data Sets Videos** back on successfully, but I attempted to push the **Low Risk English Facebook Targeting Videos** campaign live and received the same “object already exists” error. I also had renamed the ad set and ad in order to ensure they had different names from others.

**Confirmation**



Thanks,  
Emily

**Emily Hood**  
Social Media Specialist  
Contractor, Northrop Grumman  
OD/OADC/DPA  
BB: 470-446-2309  
Teleworking

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Tuesday, April 7, 2020 9:57 AM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Good morning team,

Just wanted to provide an update, we've flagged this issue to our technical teams, and as they're investigating, if you're able to share a screen recording of your experience with this issue in ads manager, it would help them diagnose and address more quickly. Please let us know if this is something you're able to do ahead of the call.

Thanks,  
Airton | Government  
**FACEBOOK**

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

**Date:** Monday, April 6, 2020 at 9:06 PM

**To:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>

**Cc:** "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>

**Subject:** RE: Updated Ad Council Assets and Social Distance Ad


Thanks Airton- Good to hear the Instagram profile is now authorized. So, when attempting to publish both these sets of ads, I'm getting different error messages. I'm ensuring the disclaimer box is checked. Sharing below for your reference. Yes, please hold 1:30 for a call with use. Appreciate your help.


Best –

Jay

Low Risk English Facebook target videos

Changes weren't applied to 1 ad

 Ad 0 of 1

Ad Name	Status
United Ad	Creation Failed: Object Already Exists. The object ID  <a href="#">View details</a>

[Report a Problem](#)

**Done**

Low risk English Data Sets



Error while duplicating draft. Request contains invalid fragment. Do. The request contains invalid fragment. Do [23644540499290434]. Please check whether the draft. Do or fragment. Do are correctly set. #1915196

Changes weren't applied to 2 campaigns, 1 ad and 1 ad set.

Campaigns 0 of 2    Ad Set 0 of 1    Ad 0 of 1

Campaign Name	Status
Low Risk English Data Sets Video	This item couldn't be uploaded.
Low Risk English Facebook Targeting	This item couldn't be uploaded.

Report a Problem

Done

**Ad Name**

View and edit ad name

AD Preview

English Videos

11 Placements

View More Variations

**Identity**

Video Feeds

**Facebook Page**

Facebook icon and name

The ad is associated with the following Facebook Page.

**Instagram Account**

Instagram icon and name

**Ad Setup**

Format

**Feeds**



**Stories**



**From:** Airton Tatoug Kamdem <airtonkamdem@fb.com>

**Sent:** Monday, April 6, 2020 8:34 PM

**To:** Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>

**Cc:** Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Ballman, Marie R.

(CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>

**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Hi Jay,

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Airton | Government

**FACEBOOK**

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**Date:** Monday, April 6, 2020 at 5:39 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>

**Cc:** "Hood, Emily (CDC/OD/OADC) (CTR)" <obq0@cdc.gov>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <dof3@cdc.gov>

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**Updated Ad Council Assets:** <https://centersfordiseasecontrol.sharefile.com/d-sb812caa07c047639>

Social Distancing ad copy:

(b)(5)

Thanks!

Jay H. Dempsey, M.Ed.

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**From:** Airton Tatoug Kamdem  
**Sent:** Tue, 7 Apr 2020 01:55:27 +0000  
**To:** Dempsey, Jay H. (CDC/OD/OADC);Annie Lewis;Payton Itheme;Darcey Kane Geary  
**Cc:** Hood, Emily (CDC/OD/OADC) (CTR);Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)  
**Subject:** Re: Updated Ad Council Assets and Social Distance Ad

Thanks Jay,

I just sent an invite for tomorrow, luckily it looks like we addressed the "disclaimer" issue. Emily also ran into a similar error message last night and was able to push through. The "*object already exists*" error in particular appears to be in reference to two or more Ad Sets and Ads having the same name – in which case, further differentiating the Ad Set/Ad names here could help our systems better identify and distinguish between each file. Let us know if this helps and we'll flag this to our technical teams and look into the other error message in the meantime.

Best,  
Airton | Government  
**FACEBOOK**

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>  
**Date:** Monday, April 6, 2020 at 9:06 PM  
**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Darcey Kane Geary <dkg@fb.com>  
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Thanks Airton- Good to hear the Instagram profile is now authorized. So, when attempting to publish both these sets of ads, I'm getting different error messages. I'm ensuring the disclaimer box is checked. Sharing below for your reference. Yes, please hold 1:30 for a call with use. Appreciate your help.


Best –

Jay

Low Risk English Facebook target videos

Changes weren't applied to 1 ad.



 Ad 0 of 1

Ad Name	Status
Untitled Ad	Creation Failed: Object Already Exists: The object ID [23644540499290434] already exists. Please check whether the draft ID or fragment ID are correctly set. #1315196 

[Report a Problem](#)

**Done**

## Low risk English Data Sets

  Error while publishing draft: Request contains invalid fragment ID: The request contains invalid fragment ID [23644540499290434]. Please check whether the draft ID or fragment ID are correctly set. #1315196

Changes weren't applied to 2 campaigns, 1 ad and 1 ad set.

Campaigns 0 of 2    Ad Set 0 of 1    Ad 0 of 1

Campaign Name	Status
Low Risk English Data Sets Videos	This term couldn't be uploaded.
Low Risk English Facebook Targeting	This term couldn't be uploaded.

[Report a Problem](#)

**Done**



**Ad Name** Updated Ad Council Assets AD Preview

English / Ads 11 Placements View More Variations

**Identity** Video Feeds

**Facebook Page**  
 CDC ▼  
 This ad is about social issues, elections or politics.

**Instagram Account**  
 CDC ▼

**Ad Setup**

**Format**

**Feeds**

**Stories**

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**Subject:** Re: Updated Ad Council Assets and Social Distance Ad  
**Attachments:** Screenshot 2020-04-04 17.39.03.png

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- For both, we received the error message that our Instagram profile was set up with the disclaimer. I attempted to add the Instagram page to the disclaimer in the ad options page, but the "save" button wasn't accessible as an option.

Finally, since we have other team members (Emily & Marie, CC'd here) who will be building and publishing the ads, will they need to verify their identities/ build disclaimers as I did? Was thinking if I did this as the page admin, that would work for any of the other team members with page access rights?

Thanks for any advice!

Jay

Jay H. Dempsey

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

TELEWORKING

Mobile: 404-910-8478

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**From:** Dempsey, Jay H. (CDC/OD/OADC)

**Sent:** Saturday, April 4, 2020 12:14 PM

**To:** Airton Tatoug Kamdem <airtonkamdem@fb.com>; Annie Lewis <alewis@fb.com>; Payton Iheme <payton@fb.com>; Darcey Kane Geary <dkg@fb.com>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Hood, Emily (CDC/OD/OADC) (CTR) <obq0@cdc.gov>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <dof3@cdc.gov>

**Subject:** RE: For Review: Updated Ad Council Assets and Social Distance Ad

Thanks Airton! Confirming that I've linked the "CDC with Facebook Ad Credits" disclaimer to the CDC's main Ad Account. Emily Hood or Marie Ballman on CDC's team will take it from here and be in touch with any questions.

Emily/ Marie- Just flagging this info for when you build the ad & select the "...with Facebook Ad Credits" disclaimer.

*select the checkbox stating "This ad is about social issues, elections or politics" to set the disclaimer as you're creating the ad in Ads Manager. Instructions towards this end can be found [here](#), or in the second half of the video in option #2 [here](#).*



Thanks!

Jay

**From:** Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Sent:** Friday, April 3, 2020 5:52 PM  
**To:** Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Hood, Emily (CDC/OD/OADC) (CTR) <[obq0@cdc.gov](mailto:obq0@cdc.gov)>; Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH) <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** Re: For Review: Updated Ad Council Assets and Social Distance Ad

Hi Jay,

Hope all is well, thanks again for your patience as our team reviewed The Surgeon General assets. We can now confirm that these assets will need to carry the "CDC with Facebook Ad Credits" disclaimer, but are otherwise okay to run.

If you haven't already, you'll need to link the "CDC with Facebook Ad Credits" disclaimer to the CDC's main Ad Account, and select the checkbox stating "This ad is about social issues, elections or politics" to set the disclaimer as you're creating the ad in Ads Manager. Instructions towards this end can be found [here](#), or in the second half of the video in option #2 [here](#).

Lastly, since this will be your first ad carrying a disclaimer, we did want to flag that in order to provide transparency on *Ads about Social Issues, Elections or Politics*, any ads carrying disclaimers are publicly visible and searchable within The Ad Library for seven years -- you can learn more about The Ad Library [here](#).

Thank you,  
Airton | Government  
**FACEBOOK**

**From:** "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>  
**Date:** Friday, April 3, 2020 at 1:32 PM  
**To:** Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, Darcey Kane Geary <[dkg@fb.com](mailto:dkg@fb.com)>, Airton Tatoug Kamdem <[airtonkamdem@fb.com](mailto:airtonkamdem@fb.com)>  
**Cc:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>, "Hood, Emily (CDC/OD/OADC) (CTR)" <[obq0@cdc.gov](mailto:obq0@cdc.gov)>, "Ballman, Marie R. (CDC/DDNID/NCCDPHP/OSH)" <[dof3@cdc.gov](mailto:dof3@cdc.gov)>  
**Subject:** For Review: Updated Ad Council Assets and Social Distance Ad

Hi Facebook team – I'm sharing two items for your review.

1. A link to the updated Ad Council "High Risk" ad assets that we will plan to use part of the ad credits on in the coming weeks. See spreadsheet with ad copy/links, also included in the link.
2. Copy for a Social Distancing ad that we created from one of our assets. (video file attached).

Looking forward to hearing your feedback! (b)(5)

(b)(5)

Finally, I'm looping in Marie Ballman, who is coming on board to help us with managing the ads process.

**Updated Ad Council Assets:** <https://centersfordiseasecontrol.sharefile.com/d-sb812caa07c047639>

Social Distancing ad copy:

(b)(5)

Thanks!


Jay H. Dempsey, M.Ed.

On behalf of CDC JIC Social Media Team  
COVID-19 Response  
Joint Information Center  
Centers for Disease Control and Prevention  
Atlanta, GA

TELEWORKING

Mobile: 404-910-8478

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Search Filters

Ad Name

- English Videos
- Image 2
- Image 2
- Image 2
- Carousel
- Sp: Elderly 3.20
- Sp: Symptoms 3
- Prepare: Your Ho
- IG: Symptoms 3
- Symptoms 3.22
- IG: Prepare You

- English Videos
  - Image 2
  - Image 2
  - Image 2
- Carousel
  - Image 2
- Sp: Elderly 3.20
  - Image 2
- Sp: Symptoms 3
  - Image 2
- Prepare: Your Ho
  - Image 2
- IG: Symptoms 3
  - Image 2
- Symptoms 3.22
  - Image 2
- IG: Prepare You
  - Image 2

Ad Name

English Videos

Identity

Your Facebook Page or Instagram account represents your business in ads. You can also

Select Page

Enter Page IDs

This ad is about social issues, elections or politics

Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available Instagram accounts, contact your Business Manager admin



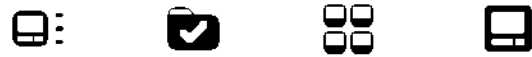
Ad Setup

Format

- Single Image or Video



Search Filters +



+ Create

Duplicate



Ad Name

- English Videos
- Image 2
- Image 2
- Image 2
- Image 2
- Carousel
- Sp: Elderly 3.20
- Sp: Symptoms 3.22
- Prepare Your Home
- IG: Symptoms 3.22
- Symptoms 3.22
- IG: Prepare Your Home

- Travel Ads
  - Young Frequent Travelers
    - Carousel
    - Image 2
    - Image 1
  - Recent Traveler
    - Carousel
  - Young Republicans
    - Image 2
    - Image 1
  - Static General Audience
    - Image 2
    - Image 1
- Low Risk English Data Sets Videos
  - English Videos
    - English Videos
- Ad Council Organic
  - PSA 3.23
    - PSA 3.23
- Spanish: Older Audience

### Ad Name

Create Name Template

English Videos

### Identity

Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page

Select Page

Enter Page IDs

This ad is about social issues, elections or politics. Learn More

Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available Instagram accounts, contact your Business Manager admin.



### Ad Setup

Format

- **Single Image or Video**  
One image or video, or a slideshow with multiple images

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 10 Jul 2020 19:10:44 +0000  
**To:** Megan Ryskamp  
**Subject:** RE: Sorry!

Great, thanks for the update.

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Friday, July 10, 2020 2:50 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

Thanks so much. (b)(5) and I'll let you know if anything comes up there.

We are currently discussing our social media promotion plans (we are likely to tweet). I will let you know some potential next steps there before end of day.

Thanks,  
Megan

On Fri, Jul 10, 2020 at 6:12 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

Are you all going to promote this on social media or other avenues? (b)(5)

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**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

I just received word from our product teams that this is the approved visual and copy. The target for our US national rollout is currently Monday. Note that our designers say they will be "tightening up" the visual overnight, but we only anticipate spacing changes with that.



# Wear a mask. Save lives.

Wear a face cover

Wash your hands

Keep a safe distance

[More info](#)

As we mentioned in our call on Wednesday, we are planning to promote this messaging across multiple product surfaces including Search, YouTube and our COVID resources site. We also plan to promote heavily (so please be aware this may drive considerable traffic to the [CDC site](#) we are linking to for more info).

We also plan to launch this campaign at the same time in Spanish across the US. While I don't have the formal mock with Spanish, (b)(5)

en_US	es_US
Public Service Announcement	Anuncio de Interés Público
Wear a mask. Save lives.	Usa mascarilla. Salva vidas.
Wear a face cover	Usa cubierta facial
Wash your hands	Lávate las manos
Keep a safe distance	Mantén una distancia segura

General public health information Información general de salud pública

More info

Más información

We're very grateful for your collaboration in this effort, and note that while our plan is to launch immediately in the US, we do have intent to scale this campaign globally in partnership with other health authorities.

Please feel free to let me know if you have any questions.

Sincerely,  
Megan

On Thu, Jul 9, 2020 at 5:05 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Ok, thanks for the update.

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**Sent:** Thursday, July 9, 2020 7:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

Hi Carol,

Thanks so much for checking in -- I've been pushing our team hard for this. My understanding is that it is currently with our execs for review, and I've been hesitant to send the visual they are reviewing, as I suspect it may change following that review.

Based on the fact that we don't yet have the UI confirmed, I believe our launch will likely get pushed to Monday.

(b)(5)

Thanks,  
Megan

On Thu, Jul 9, 2020 at 3:26 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Any update? Technically, (b)(5)

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Sent:** Thursday, July 9, 2020 9:30 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

Thanks so much, Carol. I'll route this wording internally (b)(5) and will give you an update on visual/timing as soon as I can!

On Thu, Jul 9, 2020 at 5:29 AM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

(b)(5)

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Wednesday, July 8, 2020 10:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

In this spirit of iterating further on this to help move quickly in a direction that might be more amenable to your team, our team has just sent through the following mock:

x|

Would this work for your team?

Note that we haven't completely settled on visual direction and would still need to get the proper approvals/signoffs on our side too, but wanted to share with you as quickly as possible what the team has been brainstorming to meet your needs.

Thanks,  
Megan

On Wed, Jul 8, 2020 at 3:20 PM Megan Ryskamp <mryskamp@google.com> wrote:  
Thanks, Carol. We appreciate your help in getting to simple wording that CDC is willing to partner with us on. We're open to your feedback and suggestions on this! And we truly appreciate the swift responses, while recognizing it is very late your time.

On Wed, Jul 8, 2020 at 3:07 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)



Thanks.

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Sent:** Wednesday, July 8, 2020 5:24 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Sorry!

Hi Carol,

Thank you so much for the quick response.

Forgive me for chiming in here in Stanley's place, but he is "somewhat" out of office this week, so I'm attempting to help cover for him (although he was thankfully able to lead our call).

I've checked with our teams internally, and we can flex some of the language (we're also evaluating the possibility of doing a single visual with 3 text lines -- I'll send through when I have more detail). In line with your suggestion, would it be possible to keep the primary text line message language, but modify the text of the instructions below it. (b)(5)

(b)(5)

(We're simply trying to keep within product space constraints and keep the message clear.)

Let us know if something like that would work better from your perspective or if you have other feedback. Thank you so much for your collaboration on this!

Sincerely,  
Megan

On Wed, Jul 8, 2020 at 1:57 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Stanley – I'm still conversing with others on the below but it would help to know if Google would

(b)(5)

Also, I consulted on the paperwork issues and when we are ready, CDC will be able to approve this just with an e-mail – so that is good news!

Thank you for reaching out on this – it's a great opportunity.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, July 8, 2020 2:33 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

+[Megan Ryskamp](#)

Hi Carol and Fred,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience, similar to the Be Kind to Your Mind campaign, we are planning to launch in the US to highlight the importance of face coverings. These suggestions were developed using content from your website, and we are currently planning to have the experience link out to this website.

Given our existing agreement for the Be Kind to Your Mind campaign, let us know if we can move forward with this campaign as is with your approval via email, or if we would need any amendment to the existing agreement to launch the following “Wear a mask. Save lives.” campaign:

The screenshot shows a Google search result for 'coronavirus prevention'. The main result is a landing page for the 'Wear a mask. Save lives.' campaign, which includes a video player, a list of actions (Wear a mask, Wash your hands, Keep a safe distance), and a 'More info' button. To the right, there is a 'Map of cases' for Alameda County, showing a distribution of cases across the county. Below the map is a 'Cases overview' table.

Location	Cases	Recovered	Deaths
Alameda County	6,991	-	140
California	281K	-	6,463
United States	3.03M	908K	133K

As we plan to launch this by Friday, we are hoping to get any feedback on content by end of day (if possible) and would hope to have all approvals in place before the end of the week to enable this launch. Please let us know if this sounds doable.

Feel free to add any others from CDC that you feel should have insight into this campaign.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 10:32 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Carol. I too had a lot of trouble on the call.

I wasn't able to see it either, but yes, that's exactly what they're proposing! 😊

Wear a mask, save lives.

Just like the Be Kind campaign.

Awesome minds think alike! 😊

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Wednesday, July 8, 2020 1:30 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Sorry!

Stanley/Jan – I heard 70% of meeting but you all were not able to hear me. I couldn't see the campaign so once I see it I can determine next steps. I am not sure if we can amend but we should be able to be fast on our end.

In terms of opportunities, I wonder if Google/YouTube might be interested in getting more involved in promoting face covering use. Perhaps something like the Be Kind campaign?

Sorry I wasn't able to participate more fully!

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
[404-498-2480](tel:404-498-2480)  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: [678-920-0578](tel:678-920-0578)

--

Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
-----------------	-----------------------------	--------------------------------------------------------------

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Mon, 13 Jul 2020 19:51:05 +0000  
**To:** Megan Ryskamp  
**Subject:** RE: Sorry!

Thanks for letting me know.

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Monday, July 13, 2020 3:27 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

I just wanted to let you know that our launch has been delayed for technical reasons. I don't have an updated ETA, but will let you know as soon as I can!

Sincerely,  
Megan

On Mon, Jul 13, 2020 at 7:55 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Great, thanks for the update.

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Monday, July 13, 2020 12:50 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

I hope you had a great weekend! For completeness I wanted to send you the latest version that has some very subtle UI changes as we prepare for production. The current plans are still to launch at 12:00 PM Pacific time, although that is very much subject to last minute technical delays. Stanley and I can let you know tomorrow if anything changes.

...

www.google.com

Google



# **Wear a mask. Save lives.**

Wear a face cover

Wash your hands

Keep a safe distance

[Learn more about COVID-19](#)

[More info](#)

Thanks,  
Megan

On Fri, Jul 10, 2020 at 3:13 PM Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)> wrote:  
Hi Carol,

I can confirm that we are going with (b)(5)

I'll start another thread related to promotion and introduce you to our PR contact.

Sincerely,  
Megan

On Fri, Jul 10, 2020 at 11:49 AM Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)> wrote:  
Hi Carol,

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We are currently discussing our social media promotion plans (we are likely to tweet). I will let you know some potential next steps there before end of day.

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Megan

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**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
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[More info](#)

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en_US	es_US
Public Service Announcement	Anuncio de Interés Público
Wear a mask. Save lives.	Usa mascarilla. Salva vidas.
Wear a face cover	Usa cubierta facial
Wash your hands	Lávate las manos
Keep a safe distance	Mantén una distancia segura



General public health information    Información general de salud pública

More info                                    Más información

We're very grateful for your collaboration in this effort, and note that while our plan is to launch immediately in the US, we do have intent to scale this campaign globally in partnership with other health authorities.

Please feel free to let me know if you have any questions.

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Megan

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**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
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(b)(5)

(b)(5)

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Wednesday, July 8, 2020 10:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

In this spirit of iterating further on this to help move quickly in a direction that might be more amenable to your team, our team has just sent through the following mock:

x|

Would this work for your team?

Note that we haven't completely settled on visual direction and would still need to get the proper approvals/signoffs on our side too, but wanted to share with you as quickly as possible what the team has been brainstorming to meet your needs.

Thanks,  
Megan

On Wed, Jul 8, 2020 at 3:20 PM Megan Ryskamp <mryskamp@google.com> wrote:  
Thanks, Carol. We appreciate your help in getting to simple wording that CDC is willing to partner with us on. We're open to your feedback and suggestions on this! And we truly appreciate the swift responses, while recognizing it is very late your time.

On Wed, Jul 8, 2020 at 3:07 PM Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov> wrote:

(b)(5)

Thanks.

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Sent:** Wednesday, July 8, 2020 5:24 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Sorry!

Hi Carol,

Thank you so much for the quick response.

Forgive me for chiming in here in Stanley's place, but he is "somewhat" out of office this week, so I'm attempting to help cover for him (although he was thankfully able to lead our call).

I've checked with our teams internally, and we can flex some of the language (we're also evaluating the possibility of doing a single visual with 3 text lines -- I'll send through when I have more detail). In line with your suggestion, would it be possible to keep the primary text line message language, but modify the text of the instructions below it. (b)(5)

(b)(5)

(We're simply trying to keep within product space constraints and keep the message clear.)

Let us know if something like that would work better from your perspective or if you have other feedback. Thank you so much for your collaboration on this!

Sincerely,  
Megan

On Wed, Jul 8, 2020 at 1:57 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Stanley – I'm still conversing with others on the below but it would help to know if Google would

(b)(5)

Also, I consulted on the paperwork issues and when we are ready, CDC will be able to approve this just with an e-mail – so that is good news!

Thank you for reaching out on this – it's a great opportunity.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, July 8, 2020 2:33 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

+[Megan Ryskamp](#)

Hi Carol and Fred,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience, similar to the Be Kind to Your Mind campaign, we are planning to launch in the US to highlight the importance of face coverings. These suggestions were developed using content from your website, and we are currently planning to have the experience link out to this website.

Given our existing agreement for the Be Kind to Your Mind campaign, let us know if we can move forward with this campaign as is with your approval via email, or if we would need any amendment to the existing agreement to launch the following "Wear a mask. Save lives." campaign:

The screenshot shows a Google search result for "coronavirus prevention". The main content is a landing page for the "Wear a mask. Save lives." campaign, with the subtext "Slow the spread of COVID-19". The page features three main action items: "Wear a mask", "Wash your hands", and "Keep a safe distance". Below these are "More info" and "Share" buttons. To the right, there is a "Map of cases" showing the Bay Area region, including Alameda County and San Francisco. Below the map is a "Cases overview" table with the following data:

Location	Cases	Recovered	Deaths
Alameda County	6,991	-	140
California	281K	-	6,463
United States	3.03M	908K	133K

Below the table, there is a list of tips to help prevent the spread of COVID-19:

- To help prevent the spread of COVID-19, everyone should:
  - Wash your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains alcohol (at least 60%).
  - Avoid close contact with people who are sick.
  - Put distance between yourself and other people (at least 6 feet).
  - Cover your mouth and nose with a cloth face cover when around others.
  - Cover your mouth or sneeze with a tissue, then throw the tissue in the trash.
  - Use hand disinfectant frequently on shared objects and surfaces daily.
  - CDC recommends that people wear cloth face coverings in public settings and when around people outside of their household especially when other social distancing measures are difficult to maintain.
  - Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others.

As we plan to launch this by Friday, we are hoping to get any feedback on content by end of day (if possible) and would hope to have all approvals in place before the end of the week to enable this launch. Please let us know if this sounds doable.

Feel free to add any others from CDC that you feel should have insight into this campaign.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 10:32 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Carol. I too had a lot of trouble on the call.

I wasn't able to see it either, but yes, that's exactly what they're proposing! 😊

Wear a mask, save lives.

Just like the Be Kind campaign.

Awesome minds think alike! 😊

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Wednesday, July 8, 2020 1:30 PM  
**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Sorry!

Stanley/Jan – I heard 70% of meeting but you all were not able to hear me. I couldn't see the campaign so once I see it I can determine next steps. I am not sure if we can amend but we should be able to be fast on our end.

In terms of opportunities, I wonder if Google/YouTube might be interested in getting more involved in promoting face covering use. Perhaps something like the Be Kind campaign?

Sorry I wasn't able to participate more fully!

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
[404-498-2480](tel:404-498-2480)  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: [678-920-0578](tel:678-920-0578)

--

Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Fri, 24 Apr 2020 12:01:01 +0000  
**To:** Stanley Onyimba  
**Cc:** Jan Antonaros  
**Subject:** RE: State HD Covid Sites

TThanks

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, April 23, 2020 6:48 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: State HD Covid Sites

Happy to help :) We have some other webmaster tools that may be helpful (and a few product FYIs). Will send over in a separate note.

On Thu, Apr 23, 2020 at 1:49 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Awesomesauce! What a welcome relief to see an answer come in my inbox today rather than problem after problem, new project after new project.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, April 23, 2020 4:25 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: State HD Covid Sites

Hi Fred,

Thanks for clarifying. Here is a list of [state-level covid-19 links](#). Hope this helps.

Best,  
Stanley

On Thu, Apr 23, 2020 at 10:21 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Stanley

This is actually the reverse, you helping me. Do you have the list that you had compiled and were using in the SOS area when you localized by state? Remember the American Samoa or Marianas Islands thing? Otherwise, I need to put someone on the task of looking at all the state health department web sites and finding their COVID sections. (b)(5)

(b)(5)

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Thursday, April 23, 2020 1:17 PM

**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: State HD Covid Sites

Hi Fred,

I'm assuming your note is related to our previous request for a more comprehensive list of State Health Department COVID sites to compliment the <https://www.naccho.org/membership/lhd-directory>? If so, we appreciate your offer to help but our need for a list has changed so you can disregard the original request.

Best,  
Stanley

On Wed, Apr 22, 2020 at 2:39 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Stanley

Do you have a spreadsheet list of all the State and Territory Health department COVID sites? Apparently we've only got a list of the main health department sites. If you've got this handy from what you use to localize search, it would save me some time going to all of them myself and compiling the list.

Thanks  
Fred

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)



**From:** Ward, Rachel (CDC/DDNID/NCIPC/OD)  
**Sent:** Wed, 6 May 2020 17:54:56 +0000  
**To:** Priya Gangolly  
**Cc:** Payton Iheme;Thapar, Preeti (CDC/OCOO/OD) (CTR);Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Status of Travel content?

Hi Priya,

Thank you so much for sending this link. (b)(5)

(b)(5)

I will email you soon!

Thanks,

Rachel

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Wednesday, May 6, 2020 1:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>; Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** Re: Status of Travel content?

Hi Carol/Rachel,

I tracked down the final draft of the content:  
[https://www.facebook.com/groups/538333810208696/learning\\_content/](https://www.facebook.com/groups/538333810208696/learning_content/)

As I mentioned last week, we were set to launch this by 4/5 since we had all of your edits captured,

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, May 6, 2020 at 10:02 AM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Cc:** Payton Iheme <payton@fb.com>, "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>  
**Subject:** Status of Travel content?

Priya – I know we talked last week and we all realized I was not up to date as I wasn't on the chain with Travel....so, I might have this confused but I thought you noted that you had a draft to send them ready. Is it ready? Rachel mentioned to me she has not heard anything in a while.

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

**From:** Arseniadis, Katie (CDC/DDPHSS/CSELS/DSEPD)  
**Sent:** Tue, 19 May 2020 19:06:20 +0000  
**To:** Priya Gangolly; Ward, Rachel (CDC/DDNID/NCIPC/OD); Thapar, Preeti (CDC/OCOO/OD) (CTR); Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Iheme  
**Subject:** RE: Status of Travel content?

Hi Priya,

Thanks for letting me know! (b)(5)

(b)(5)

I look forward to working with you! Nice to see Preeti on here as well. 😊

Best,  
Katie

**Katie Arseniadis**  
GMTF Communications  
COVID-19 Response

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Tuesday, May 19, 2020 1:54 PM  
**To:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>; Arseniadis, Katie (CDC/DDPHSS/CSELS/DSEPD) <kwc6@cdc.gov>  
**Subject:** Re: Status of Travel content?

Hi Katie and team,

(b)(5)

Thanks,  
Priya

**From:** Priya Gangolly <pgangolly@fb.com>  
**Date:** Friday, May 15, 2020 at 2:15 PM  
**To:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>, "Arseniadis, Katie (CDC/DDPHSS/CSELS/DSEPD)" <kwc6@cdc.gov>  
**Subject:** Re: Status of Travel content?

Thank you for the update, Rachel. It has been a pleasure working with you!

Nice to meet you, Katie. Please let me know (b)(5)

(b)(5)

Have a great weekend,  
Priya

**From:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <[osc3@cdc.gov](mailto:osc3@cdc.gov)>

**Date:** Friday, May 15, 2020 at 2:13 PM

**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, "Arseniadis, Katie (CDC/DDPHSS/CSELS/DSEPD)" <[kwc6@cdc.gov](mailto:kwc6@cdc.gov)>

**Subject:** RE: Status of Travel content?

Hi Priya,

Thank you again for (b)(5) I wanted to touch base to let you know that I am going to be rolling off of the COVID-19 response, and my colleague Katie Arseniadis, copied here, will be providing these updates moving forward. We have a few more changes (b)(5) so I also wanted to give a heads up about those.

Please feel free to reach out to me if needed, but Katie is wonderful and should be able to answer any questions that arise regarding our content.

Thank you for all that you do!

Kindest regards,

Rachel

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>

**Sent:** Tuesday, May 12, 2020 1:54 PM

**To:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <[osc3@cdc.gov](mailto:osc3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijd2@cdc.gov](mailto:ijd2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>

**Subject:** Re: Status of Travel content?

Hi Rachel,

(b)(5)

Thanks,  
Priya

**From:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Date:** Tuesday, May 12, 2020 at 6:47 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>  
**Subject:** RE: Status of Travel content?

Thank you so much (b)(5) Priya!

The page looks great. I wanted to also provide an update that our new Travel Health Alerts are now live: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/after-travel-precautions.html> When possible, could this new document be added to the "Returning from International Travel" page to replace the former document? Please let me know if you have any questions.

Thank you!

Rachel

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Monday, May 11, 2020 5:33 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Ward, Rachel (CDC/DDNID/NCIPC/OD) <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Subject:** Re: Status of Travel content?

Hi everyone,

The Frequent Travelers content is live and can be seen at this link:  
[https://www.facebook.com/groups/538333810208696/learning\\_content/?filter=1103194356732891&post=546220896086654](https://www.facebook.com/groups/538333810208696/learning_content/?filter=1103194356732891&post=546220896086654)

Let me know if you have any questions.

Thanks,  
Priya

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Date:** Wednesday, May 6, 2020 at 6:31 PM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Subject:** Re: Status of Travel content?

**Update:** Updated symptoms have launched across all Social Learning Units! We are still looking at a

(b)(5)

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>  
**Date:** Wednesday, May 6, 2020 at 1:58 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>, "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Subject:** RE: Status of Travel content?

Hi Priya,

Symptoms is looking ok for now. We will reach out when we have any updates.

Thank you for confirming.

Thanks,  
Preeti

**From:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Sent:** Wednesday, May 6, 2020 4:14 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Status of Travel content?

Thank you, Priya!

I am glad to hear you will be able to (b)(5) I will let the others speak to their portion of the updates (symptoms).

Thanks,

Rachel

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 6, 2020 4:10 PM  
**To:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Cc:** Payton Iheme <[payton@fb.com](mailto:payton@fb.com)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[jjd2@cdc.gov](mailto:jjd2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Status of Travel content?

RE: Learning Unit turnaround times:

(b)(5)

If all looks good, I'll push team (b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>  
**Date:** Wednesday, May 6, 2020 at 12:35 PM  
**To:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijid2@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** Re: Status of Travel content?

Thanks Rachel! I will get back to you on (b)(5).

Priya

**From:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>  
**Date:** Wednesday, May 6, 2020 at 12:29 PM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Cc:** Payton Iheme <payton@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijid2@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Status of Travel content?

Hi Priya,

Thank you again for the opportunity to review. (b)(5)

(b)(5) Please let me know if you have any questions.

Thank you!

Rachel

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 6, 2020 1:30 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Ward, Rachel (CDC/DDNID/NCIPC/OD) <[osc3@cdc.gov](mailto:osc3@cdc.gov)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Subject:** Re: Status of Travel content?

Hi Carol/Rachel,

I tracked down the final draft of the content:  
[https://www.facebook.com/groups/538333810208696/learning\\_content/](https://www.facebook.com/groups/538333810208696/learning_content/)

As I mentioned last week, we were set to launch this by 4/5 since we had all of your edits captured,

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Date:** Wednesday, May 6, 2020 at 10:02 AM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <[osc3@cdc.gov](mailto:osc3@cdc.gov)>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Subject:** Status of Travel content?

Priya – I know we talked last week and we all realized I was not up to date as I wasn't on the chain with Travel....so, I might have this confused but I thought you noted that you had a draft to send them ready. Is it ready? Rachel mentioned to me she has not heard anything in a while.

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578



**From:** Ward, Rachel (CDC/DDNID/NCIPC/OD)  
**Sent:** Tue, 12 May 2020 13:46:05 +0000  
**To:** Priya Gangolly;Thapar, Preeti (CDC/OCOO/OD) (CTR);Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Payton Iheme  
**Subject:** RE: Status of Travel content?  
**Attachments:** FB Social Learning Unit\_Travel\_5.12.2020.docx, GLOBAL\_T-HAN-14Langs-p.pdf

Thank you so much (b)(5) Priya!

The page looks great. I wanted to also provide an update that our new Travel Health Alerts are now live: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/after-travel-precautions.html> When possible, could this new document be added to the "Returning from International Travel" page to replace the former document? Please let me know if you have any questions.

Thank you!

Rachel

**From:** Priya Gangolly <pgangolly@fb.com>  
**Sent:** Monday, May 11, 2020 5:33 PM  
**To:** Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>; Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>  
**Subject:** Re: Status of Travel content?

Hi everyone,

The Frequent Travelers content is live and can be seen at this link:  
[https://www.facebook.com/groups/538333810208696/learning\\_content/?filter=1103194356732891&post=546220896086654](https://www.facebook.com/groups/538333810208696/learning_content/?filter=1103194356732891&post=546220896086654)

Let me know if you have any questions.

Thanks,  
Priya

**From:** Priya Gangolly <pgangolly@fb.com>  
**Date:** Wednesday, May 6, 2020 at 6:31 PM  
**To:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Cc:** Payton Iheme <payton@fb.com>, "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>  
**Subject:** Re: Status of Travel content?

**Update:** Updated symptoms have launched across all Social Learning Units! We are still looking at a (b)(5)

(b)(5)

Thanks,  
Priya

**From:** "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>  
**Date:** Wednesday, May 6, 2020 at 1:58 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>, "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>, "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Subject:** RE: Status of Travel content?

Hi Priya,

Symptoms is looking ok for now. We will reach out when we have any updates.

Thank you for confirming.

Thanks,  
Preeti

**From:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Sent:** Wednesday, May 6, 2020 4:14 PM  
**To:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** RE: Status of Travel content?

Thank you, Priya!

I am glad to hear you will be able (b)(5) I will let the others speak to their portion of the updates (symptoms).

Thanks,  
Rachel

**From:** Priya Gangolly <[pgangolly@fb.com](mailto:pgangolly@fb.com)>  
**Sent:** Wednesday, May 6, 2020 4:10 PM  
**To:** Ward, Rachel (CDC/DDNID/NCIPC/OD) <[osc3@cdc.gov](mailto:osc3@cdc.gov)>  
**Cc:** Payton Ihome <[payton@fb.com](mailto:payton@fb.com)>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <[ijid2@cdc.gov](mailto:ijid2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Status of Travel content?

RE: Learning Unit turnaround times:

(b)(5)

If all looks good, I'll push team (b)(5)

**From:** Priya Gangolly <pgangolly@fb.com>

**Date:** Wednesday, May 6, 2020 at 12:35 PM

**To:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>

**Cc:** Payton Itheme <payton@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijid2@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Subject:** Re: Status of Travel content?

Thanks Rachel! I will get back to you on (b)(5)

Priya

**From:** "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>

**Date:** Wednesday, May 6, 2020 at 12:29 PM

**To:** Priya Gangolly <pgangolly@fb.com>

**Cc:** Payton Itheme <payton@fb.com>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijid2@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>

**Subject:** RE: Status of Travel content?

Hi Priya,

Thank you again for the opportunity to review. (b)(5)

(b)(5) Please let me know if you have any questions.

Thank you!

Rachel

**From:** Priya Gangolly <pgangolly@fb.com>

**Sent:** Wednesday, May 6, 2020 1:30 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Cc:** Payton Itheme <payton@fb.com>; Ward, Rachel (CDC/DDNID/NCIPC/OD) <osc3@cdc.gov>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>  
**Subject:** Re: Status of Travel content?

Hi Carol/Rachel,

I tracked down the final draft of the content:  
[https://www.facebook.com/groups/538333810208696/learning\\_content/](https://www.facebook.com/groups/538333810208696/learning_content/)

As I mentioned last week, we were set to launch this by 4/5 since we had all of your edits captured,

(b)(5)

**From:** "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Date:** Wednesday, May 6, 2020 at 10:02 AM  
**To:** Priya Gangolly <pgangolly@fb.com>  
**Cc:** Payton Itheme <payton@fb.com>, "Ward, Rachel (CDC/DDNID/NCIPC/OD)" <osc3@cdc.gov>, "Thapar, Preeti (CDC/OCOO/OD) (CTR)" <ijd2@cdc.gov>  
**Subject:** Status of Travel content?

Priya – I know we talked last week and we all realized I was not up to date as I wasn't on the chain with Travel....so, I might have this confused but I thought you noted that you had a draft to send them ready. Is it ready? Rachel mentioned to me she has not heard anything in a while.

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
404-498-2480  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: 678-920-0578

(b)(5)

(b)(5)

(b)(5)

(b)(5)



(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 1 May 2020 15:47:27 +0000  
**To:** Jan Antonaros;Puddy, Richard (CDC/OD/OADPS)  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD);Patel, Anita (CDC/DDID/NCIRD/OD);Smith, Fred (CDC/OD/OADC);Bonander, Jason (CDC/OCOO/OCIO);Wester, Carolyn (CDC/DDID/NCHHSTP/DVH);Cohn, Amanda (CDC/DDID/NCIRD/OD);Patterson, Sara S. (CDC/OD/OADPS);Megan Ryskamp;Stanley Onyimba;CDC IMS 2019 NCOV Response At Risk Lead  
**Subject:** RE: Stress and Coping during COVID-19 Product Experience

(b)(5)

(b)(5)

I think it will be possible but I don't see it being resolved today. I'll keep you posted.

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, May 1, 2020 11:32 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)> wrote:  
Oops, hi Jan, I think our emails just crossed at the same time. ☐

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 10:42 AM  
**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCCO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[eocevent378@cdc.gov](mailto:eocevent378@cdc.gov)>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:202.313.1196)

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>

**Sent:** Friday, May 1, 2020 8:09 AM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>;

Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Wester, Carolyn

(CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>

**Cc:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,

Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Thursday, April 30, 2020 5:50 PM

**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)

**Cc:** Megan Ryskamp; Stanley Onyimba

**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were

developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 1 May 2020 22:19:18 +0000  
**To:** Jan Antonaros  
**Subject:** RE: Stress and Coping during COVID-19 Product Experience  
**Attachments:** Google COVID Knowledge Panel on Stress and Coping\_unsigned licensing agreement.docx

Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, May 1, 2020 11:32 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

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Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov> wrote:

Oops, hi Jan, I think our emails just crossed at the same time. ☐

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Deferring to Fred and Carol for branding decisions on the current request.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



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**Sent:** Friday, May 1, 2020 10:42 AM  
**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OOO/OICIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[eocevent378@cdc.gov](mailto:eocevent378@cdc.gov)>  
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Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

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(b)(5)

Georgina

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**Sent:** Friday, May 1, 2020 8:09 AM  
**To:** Jan Antonaros <jantonaros@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <ziz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>  
**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,  
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Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,  
Anita

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Thursday, April 30, 2020 5:50 PM  
**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)  
**Cc:** Megan Ryskamp; Stanley Onyimba  
**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.



Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

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3. a grayscale version of your logo (as in the mock below)
- 4.
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6. Any feedback on content
7. (as shown below in the mock)
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- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

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(b)(5)



(b)(5)

(b)(5)

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(b)(5)

(b)(5)

(b)(5)



(b)(5)

**From:** Jan Antonaros  
**Sent:** Fri, 1 May 2020 13:41:02 -0400  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you, Carol for driving it forward. I will give our legal team a heads up.

Thanks again!

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 1:02 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Jan – (b)(5)  
(b)(5) Just wanted to alert you to that.

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 11:32 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NIIE3@cdc.gov](mailto:NIIE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[cocvent378@cdc.gov](mailto:cocvent378@cdc.gov)>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Oops, hi Jan, I think our emails just crossed at the same time. 😊

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,

Rich

Richard W. Puddy, PhD, MPH

**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**

CDC COVID-19 Response Team | US Centers for Disease Control and Prevention

404.639.7658 (Phone) 678.654.4691 (Mobile)



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Protecting People.  
www.cdc.gov

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 10:42 AM

**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>

**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[cvp9@cdc.gov](mailto:cvp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <[NHE3@cdc.gov](mailto:NHE3@cdc.gov)>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <[anc0@cdc.gov](mailto:anc0@cdc.gov)>; Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; CDC IMS 2019 NCOV Response At Risk Lead <[eocevent378@cdc.gov](mailto:eocevent378@cdc.gov)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>  
**Sent:** Friday, May 1, 2020 8:09 AM  
**To:** Jan Antonaros <jantonaros@google.com>; Smith, Fred (CDC/OD/OADC) <cvp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjv1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>  
**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,

Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force

(b)(5)

(b)(5)

Best,

Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, April 30, 2020 5:50 PM  
**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCCO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)  
**Cc:** Megan Ryskamp; Stanley Onyimba  
**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: [\(202\) 313 1196](tel:(202)3131196)

**From:** Puddy, Richard (CDC/OD/OADPS)  
**Sent:** Fri, 1 May 2020 14:42:53 +0000  
**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD);Patel, Anita (CDC/DDID/NCIRD/OD);Jan Antonaros;Smith, Fred (CDC/OD/OADC);Crawford, Carol Y. (CDC/OD/OADC);Bonander, Jason (CDC/OCOO/OCIO);Wester, Carolyn (CDC/DDID/NCHHSTP/DVH);Cohn, Amanda (CDC/DDID/NCIRD/OD);Patterson, Sara S. (CDC/OD/OADPS)  
**Cc:** Megan Ryskamp;Stanley Onyimba;CDC IMS 2019 NCOV Response At Risk Lead  
**Subject:** RE: Stress and Coping during COVID-19 Product Experience

Greetings Jan,

I'm one of the team leads with Sara Patterson for the social behavioral health team. We reviewed your 5 suggestions and confirm they align well with our content. Nice work and thanks for drawing from our content and linking to it. We agree (b)(5)

As we speak, we are in the process of (b)(5) to include more resources on violence prevention, grief and loss, mental health, and substance use. There could be another opportunity to update your messaging (b)(5) Plus, we're interested in any other collaborative opportunities you might consider!

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



**From:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>  
**Sent:** Friday, May 1, 2020 8:26 AM  
**To:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Jan Antonaros <jantonaros@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>  
**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>  
**Subject:** RE: Stress and Coping during COVID-19 Product Experience

(b)(5)

Georgina



**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>

**Sent:** Friday, May 1, 2020 8:09 AM

**To:** Jan Antonaros <jantonaros@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>

**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,

Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,  
Anita

**From:** Jan Antonaros <jantonaros@google.com>

**Sent:** Thursday, April 30, 2020 5:50 PM

**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OCOO/OCIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)

**Cc:** Megan Ryskamp; Stanley Onyimba

**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

11 | [Helping during COVID-19](#)

**Be Kind to Your Mind**  
 Tips to cope with stress during COVID-19

- PAUSE: Breathe. Notice how you feel.
- TAKE BREAKS from COVID-19 content.
- MAKE TIME to sleep and eat well.
- REACH OUT and let us connect.
- SEEK HELP from your mental health professional.

**Illustrative Mock**

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 Mental Health Month | Mental Health America  
 www.mentalhealthamerica.net

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
 Jan

Jan Fowler Antonaros  
 Google  
 25 Mass Ave NW, 9th FL  
 Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
 Android Mobile: (202) 313 1196

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 8 May 2020 20:33:51 +0000  
**To:** Jan Antonaros;Johnny Luu;Stanley Onyimba  
**Cc:** Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD);Puddy, Richard (CDC/OD/OADPS);CDC IMS 2019 NCOV Response At Risk Social Behavioral Health;Patterson, Sara S. (CDC/OD/OADPS);Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD);Herrera, Rosa L. (CDC/DDPHSS/OS/OD);Parker, Erin M. (CDC/DDNID/NCIPC/DOP);Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC);Dempsey, Jay H. (CDC/OD/OADC)  
**Subject:** Social media of Campaign image: Stress and Coping during COVID-19 Product Experience

Sorry for late ask-- but is there any chance we could get the social media friendly graphic file your using on your social media posts so that we could share it directly too? (Assuming Google is OK with that).

Thanks!

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Thursday, May 7, 2020 10:21 PM  
**To:** Johnny Luu <johnnyluu@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Cc:** Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <yhb3@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <eocevent347@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <guh3@cdc.gov>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <vig4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>  
**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Team CDC,

Adding my colleague [+Stanley Onyimba](#)

Thanks again for your help in getting the "[Be Kind to Your Mind](#)" campaign live across the US! We'd like to confirm that the campaign is now 100% ramped on Search and we plan to promote the campaign through the follow channels:

1. **Google Keyword Post:** We plan to release a blog post about our mental wellness initiatives including the "Be Kind to Your Mind" campaign tomorrow in the [The Keyword](#)
2. **Fortune Magazine Op-ed:** David Feinberg (Head of Google Health) authored an [op-ed](#) for Fortune Magazine about mental health during COVID-19 and mentioned our collaboration with the health authorities like CDC.
3. **Twitter Posts:** Sundar Pichai (CEO), David Feinberg (Head of Google Health), and our Google Health team plan to post Tweet about the campaign and tag [@CDCgov](#) tomorrow (format below)

1. PAUSE. Breathe. Notice how you feel
2. TAKE BREAKS from COVID-19 content
3. MAKE TIME to sleep & exercise
4. REACH OUT & stay connected
5. SEEK HELP if overwhelmed or unsafe



Public Service  
Announcement

Google

## Be Kind to Your Mind

### Tips to cope with stress during COVID-19

4. **FaceBook Post:** We plan to post the standard [campaign image](#) along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."  
Find more helpful resources and tools for mental wellbeing → [LINK TO BLOG](#)
5. **Instagram Post:** We plan to post the standard [campaign image](#) along with the following text "Healthcare experts recommend these five actions to help cope with stress during COVID-19."

We expect that the social media mentions as well as the homepage promo on 5/9 will significantly increase the campaign's reach. Please let us know if you have any questions or concerns.

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Tue, May 5, 2020 at 7:11 PM Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)> wrote:  
That looks great. And free to share my contact if they want to know more

thx

On Tue, May 5, 2020 at 3:40 PM Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <yhb3@cdc.gov> wrote:

Hi Johnny and Jan,

As my colleagues mentioned below, CDC has been asked to provide insight for a CNN feature article about “how humans are finding ways to connect during a global crisis and how technology is helping.” This is how I plan to implement the Google initiative. Please let me know if there are any concerns with the highlighted sentence below before I share with the author.

Thanks,  
Kate

**Q: How is technology a connection for people in isolation now more than ever? (i.e. mental health, access to loved ones, access to resources online)**

(b)(5)

Best,  
Kate  
**Kate Grusich**  
CDC Public Affairs  
(o) 770-488-3337  
(c) 404-414-7070

**From:** Johnny Luu <[johnnyluu@google.com](mailto:johnnyluu@google.com)>

**Sent:** Monday, May 4, 2020 4:26 PM

**To:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Cc:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>; CDC IMS 2019 NCOV Response At Risk Social Behavioral Health <[eocevent347@cdc.gov](mailto:eocevent347@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Herrera, Rosa L. (CDC/DDPHSS/OS/OD) <[guh3@cdc.gov](mailto:guh3@cdc.gov)>; Grusich, Katherina (Kate) (CDC/DDID/NCIRD/OD) <[yhb3@cdc.gov](mailto:yhb3@cdc.gov)>; Parker, Erin M. (CDC/DDNID/NCIPC/DOP) <[vig4@cdc.gov](mailto:vig4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPPH/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>

**Subject:** Re: Google ask: Stress and Coping during COVID-19 Product Experience

Hi there, we'd love to work with the reporter and share (if both groups are comfortable and have appropriate sign off) at a high-level that we're collaborating on sharing covid-related mental wellbeing tips via Google. Some draft language below; would be very open to feedback!

While COVID-19 has taken a visible physical and economic toll on communities, the pandemic -- and the impact of social distancing to people's jobs and home life -- is also having a major impact on people's mental wellbeing. To coincide with Mental Health Month in the U.S. Google is launching "Be Kind To Your Mind," an initiative to share practical tips from mental health professionals and resources from the CDC to take care of people's mental well-being.

On Mon, May 4, 2020 at 1:10 PM Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)> wrote:

Hi Team CDC, Adding in my colleague from our communications team +Johnny Luu to help regarding the media request below.

Thank you very much for your support and collaboration!

Jan Fowler Antonaros

Google

25 Mass Ave NW, 9th FL

Washington, DC 20001

[jantonaros@google.com](mailto:jantonaros@google.com)

Android Mobile: (202) 313 1196

On Mon, May 4, 2020 at 3:44 PM Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)> wrote:

Greetings Jan,

A CNN reporter is working on a story about "how humans are finding ways to connect during a global crisis – and how technology is helping us now more than at any other time in history. Deadline is Tuesday, May 5<sup>th</sup>." We are wondering if you are ok if we message that a large tech company is planning to launch an effort, based on our information, to help people enhance their mental health related to COVID-19?

Would you like to be more connected to the reporter if she abides by the embargo or is the simple messaging above enough? Let us know your thoughts and thanks again for the collaboration.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



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Protecting People.  
[www.cdc.gov](http://www.cdc.gov)

**From:** Puddy, Richard (CDC/OD/OADPS)  
**Sent:** Monday, May 4, 2020 11:55 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Wonderful Carol....appreciate all your help!

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



Saving Lives.  
Protecting People.  
[www.cdc.gov](http://www.cdc.gov)

**From:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Sent:** Monday, May 4, 2020 11:54 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <[afo0@cdc.gov](mailto:afo0@cdc.gov)>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <[xdc4@cdc.gov](mailto:xdc4@cdc.gov)>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <[ncd5@cdc.gov](mailto:ncd5@cdc.gov)>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

(b)(5)

If I see or hear something, I'll loop back in the larger group.

**From:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Sent:** Monday, May 4, 2020 11:52 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Chatham-Stephens, Kevin (CDC/DDNID/NCBDDD/DHDD) <xdc4@cdc.gov>; Dowling, Nicole (CDC/DDNID/NCCDPHP/DCPC) <ncd5@cdc.gov>  
**Subject:** RE: Google ask: Stress and Coping during COVID-19 Product Experience

Hi Carol,

(b)(5)

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
404.639.7658 (Phone) 678.654.4691 (Mobile)



Saving Lives.  
Protecting People.  
cdc.gov/24/7

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Saturday, May 2, 2020 11:36 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>  
**Subject:** Google ask: Stress and Coping during COVID-19 Product Experience

Richard – Just looping you back in that I’ve got the logo in process and Google also wants to do this spanish translaton that I had MLS Review. I’m going to send back shortly unless you have any concerns.

Suggestions from our translations group. I’ve also copied back in Rich Pu

(b)(5)



**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Sent:** Friday, May 1, 2020 9:31 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello Carol,

(b)(5)

(b)(5)

(b)(5)

Lastly, we'd like to make the content available in other languages starting with Spanish. Please let us know if the CDC is comfortable with following Spanish translation:

(b)(5)

Thanks,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 6:19 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Jan – here is our logo licensing for your legal department. If you end up wanting to do the logo...

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Friday, May 1, 2020 11:32 AM  
**To:** Puddy, Richard (CDC/OD/OADPS) <[fqy3@cdc.gov](mailto:fqy3@cdc.gov)>  
**Cc:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <[ghn3@cdc.gov](mailto:ghn3@cdc.gov)>; Patel, Anita (CDC/DDID/NCIRD/OD) <[bop1@cdc.gov](mailto:bop1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Wester,

Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eocevent378@cdc.gov>

**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hello CDC Team,

Rich-- thank you so much for your team's quick review of this product experience and for your confirmation of the content.

(Note that we did get word just now that our user experience team may replace the blue icon with a green ribbon -- but we do not plan to alter the content at this time).

Fred and Carol -- we are happy to work with you to confirm the approval to use the CDC logo (in grayscale) for this effort. Do you think this will be possible?

Feel free to let us know if a meeting would be helpful to discuss.

Sincerely,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: [\(202\) 313 1196](tel:2023131196)

On Fri, May 1, 2020 at 10:48 AM Puddy, Richard (CDC/OD/OADPS) <[fgy3@cdc.gov](mailto:fgy3@cdc.gov)> wrote:  
Oops, hi Jan, I think our emails just crossed at the same time. ☐

The social behavioral health team had no concerns with your content and felt it aligned well. If you'd like to schedule a call to discuss the future updates I mentioned or other collaborations in the future, sure thing!

Deferring to Fred and Carol for branding decisions on the current request.

Thanks,  
Rich

Richard W. Puddy, PhD, MPH  
**Lead, Social Behavioral Health Team | Community Interventions & At-Risk Taskforce**  
CDC COVID-19 Response Team | US Centers for Disease Control and Prevention  
[404.639.7658](tel:404.639.7658) (Phone) [678.654.4691](tel:678.654.4691) (Mobile)



Saving Lives.  
Protecting People.  
cdc.gov/247

**From:** Jan Antonaros <jantonaros@google.com>  
**Sent:** Friday, May 1, 2020 10:42 AM  
**To:** Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>  
**Cc:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>; Puddy, Richard (CDC/OD/OADPS) <fqy3@cdc.gov>; Patterson, Sara S. (CDC/OD/OADPS) <afo0@cdc.gov>; Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>; CDC IMS 2019 NCOV Response At Risk Lead <eoevent378@cdc.gov>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Thank you for the quick response. Would it be helpful to set up a call for today to discuss?

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
jantonaros@google.com  
Android Mobile: (202) 313 1196

On Fri, May 1, 2020 at 8:26 AM Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov> wrote:

(b)(5)

Georgina

**From:** Patel, Anita (CDC/DDID/NCIRD/OD) <bop1@cdc.gov>  
**Sent:** Friday, May 1, 2020 8:09 AM  
**To:** Jan Antonaros <jantonaros@google.com>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Peacock, Georgina (CDC/DDNID/NCBDDD/DHDD) <ghn3@cdc.gov>; Wester, Carolyn (CDC/DDID/NCHHSTP/DVH) <NHE3@cdc.gov>; Cohn, Amanda (CDC/DDID/NCIRD/OD) <anc0@cdc.gov>  
**Cc:** Megan Ryskamp <mryskamp@google.com>; Stanley Onyimba <sonyimba@google.com>  
**Subject:** Re: Stress and Coping during COVID-19 Product Experience

Hi Jan,  
Thanks so much for the updates and the heads up.

Defer to Carol and Fred on the branding question.

Also adding Georgina who leads our At Risk Task Force (b)(5)

(b)(5)

Best,  
Anita

**From:** Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Sent:** Thursday, April 30, 2020 5:50 PM  
**To:** Smith, Fred (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC); Bonander, Jason (CDC/OOO/OOIO); Cohn, Amanda (CDC/DDID/NCIRD/OD); Patel, Anita (CDC/DDID/NCIRD/OD)  
**Cc:** Megan Ryskamp; Stanley Onyimba  
**Subject:** Stress and Coping during COVID-19 Product Experience

This email contains confidential information

Hi CDC Team,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience we are planning to launch over the weekend in the US to surface five suggestions for stress and coping during COVID-19. These suggestions were developed using content from your website ([here](#)), and we are currently planning to have the experience link out to this website.

Specifically we hope to have your collaboration and confirmation of the following (ideally by Friday if possible -- please feel free to let us know if that time frame is not feasible):

- 1.
2. Permission to use
3. a grayscale version of your logo (as in the mock below)
- 4.
- 5.
6. Any feedback on content
7. (as shown below in the mock)
- 8.
- 9.
10. Awareness that we
11. intend to link to this site (which may drive a traffic increase)
- 12.

We are happy to set up a call with you early tomorrow to discuss in more detail if you have any questions.

Thank you again,  
Jan

Jan Fowler Antonaros  
Google  
25 Mass Ave NW, 9th FL  
Washington, DC 20001  
[jantonaros@google.com](mailto:jantonaros@google.com)  
Android Mobile: (202) 313 1196

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 10 Jul 2020 14:32:57 +0000  
**To:** Megan Ryskamp  
**Cc:** Stanley Onyimba; Jan Antonaros  
**Subject:** Spanish changes on Mask promotion

Megan – Sorry, I received a trailing comment (b)(5)  
(b)(5)

en_US	es_US
Public Service Announcement Wear a mask. Save lives.  Wear a face cover Wash your hands Keep a safe distance General public health information More info	(b)(5)

**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Friday, July 10, 2020 9:13 AM  
**To:** Megan Ryskamp <mryskamp@google.com>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** RE: Sorry!

This looks great. (b)(5)

Are you all going to promote this on social media or other avenues? (b)(5)

**From:** Megan Ryskamp <mryskamp@google.com>  
**Sent:** Thursday, July 9, 2020 10:21 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Jan Antonaros <jantonaros@google.com>  
**Subject:** Re: Sorry!

Hi Carol,

I just received word from our product teams that this is the approved visual and copy. The target for our US national rollout is currently Monday. Note that our designers say they will be "tightening up" the visual overnight, but we only anticipate spacing changes with that.

en es



# Wear a mask. Save lives.

Wear a face cover

Wash your hands

Keep a safe distance

[More info](#)

As we mentioned in our call on Wednesday, we are planning to promote this messaging across multiple product surfaces including Search, YouTube and our COVID resources site. We also plan to promote heavily (so please be aware this may drive considerable traffic to the [CDC site](#) we are linking to for more info).

We also plan to launch this campaign at the same time in Spanish across the US. While I don't have the formal mock with Spanish, (b)(5)

en_US	es_US
Public Service Announcement	Anuncio de Interés Público
Wear a mask. Save lives.	Usa mascarilla. Salva vidas.



Wear a face cover	Usa cubierta facial
Wash your hands	Lávate las manos
Keep a safe distance	Mantén una distancia segura
General public health information	Información general de salud pública
More info	Más información

We're very grateful for your collaboration in this effort, and note that while our plan is to launch immediately in the US, we do have intent to scale this campaign globally in partnership with other health authorities.

Please feel free to let me know if you have any questions.

Sincerely,  
Megan

On Thu, Jul 9, 2020 at 5:05 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Ok, thanks for the update.

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Sent:** Thursday, July 9, 2020 7:13 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

Hi Carol,

Thanks so much for checking in -- I've been pushing our team hard for this. My understanding is that it is currently with our execs for review, and I've been hesitant to send the visual they are reviewing, as I suspect it may change following that review.

Based on the fact that we don't yet have the UI confirmed, I believe our launch will likely get pushed to Monday.

(b)(5)

Thanks,  
Megan

On Thu, Jul 9, 2020 at 3:26 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:  
Any update? (b)(5)

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Sent:** Thursday, July 9, 2020 9:30 AM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

Thanks so much, Carol. I'll route this wording internally (b)(5) and will give you an update on visual/timing as soon as I can!

On Thu, Jul 9, 2020 at 5:29 AM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

(b)(5)

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>  
**Sent:** Wednesday, July 8, 2020 10:10 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: Sorry!

Hi Carol,

In this spirit of iterating further on this to help move quickly in a direction that might be more amenable to your team, our team has just sent through the following mock:

x

Would this work for your team?

Note that we haven't completely settled on visual direction and would still need to get the proper approvals/signoffs on our side too, but wanted to share with you as quickly as possible what the team has been brainstorming to meet your needs.

Thanks,  
Megan

On Wed, Jul 8, 2020 at 3:20 PM Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)> wrote:

Thanks, Carol. We appreciate your help in getting to simple wording that CDC is willing to partner with us on. We're open to your feedback and suggestions on this! And we truly appreciate the swift responses, while recognizing it is very late your time.

On Wed, Jul 8, 2020 at 3:07 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

(b)(5)

Thanks.

**From:** Megan Ryskamp <[mryskamp@google.com](mailto:mryskamp@google.com)>

**Sent:** Wednesday, July 8, 2020 5:24 PM

**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

**Cc:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Sorry!

Hi Carol,

Thank you so much for the quick response.

Forgive me for chiming in here in Stanley's place, but he is "somewhat" out of office this week, so I'm attempting to help cover for him (although he was thankfully able to lead our call).

I've checked with our teams internally, and we can flex some of the language (we're also evaluating the possibility of doing a single visual with 3 text lines -- I'll send through when I have more detail). In line with your suggestion, would it be possible to keep the primary text line message language, but modify the text of the instructions below it. (b)(5)

(b)(5)

(We're simply trying to keep within product space constraints and keep the message clear.)

Let us know if something like that would work better from your perspective or if you have other feedback. Thank you so much for your collaboration on this!

Sincerely,  
Megan

On Wed, Jul 8, 2020 at 1:57 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)> wrote:

Stanley – I'm still conversing with others on the below but it would help to know if Google would

(b)(5)

Also, I consulted on the paperwork issues and when we are ready, CDC will be able to approve this just with an e-mail – so that is good news!

Thank you for reaching out on this – it's a great opportunity.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>

**Sent:** Wednesday, July 8, 2020 2:33 PM

**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>; Megan Ryskamp <[mriskamp@google.com](mailto:mriskamp@google.com)>

**Cc:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>

**Subject:** Re: Sorry!

+Megan Ryskamp

Hi Carol and Fred,

Thank you again for your continued work with us to provide critical information to users during COVID-19. We recognize that there is a lot going on across multiple different areas of collaboration.

We wanted to make you aware of a new product experience, similar to the Be Kind to Your Mind campaign, we are planning to launch in the US to highlight the importance of face coverings. These suggestions were developed using content from your website, and we are currently planning to have the experience link out to this website.

Given our existing agreement for the Be Kind to Your Mind campaign, let us know if we can move forward with this campaign as is with your approval via email, or if we would need any amendment to the existing agreement to launch the following "Wear a mask. Save lives." campaign:


coronavirus prevention

COVID-19 alert

Coronavirus disease

# Wear a mask. Save lives.

Slow the spread of COVID-19



Wear a mask    Wash your hands    Keep a safe distance

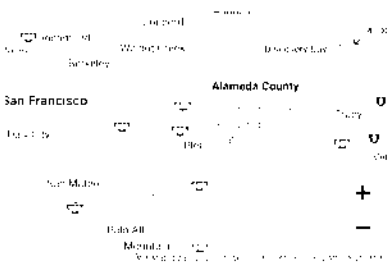
[More info](#)

The best way to prevent illness, stay safe and being exposed to this virus. Learn how COVID-19 spreads and practice these actions to help prevent the spread of this illness.

To help prevent the spread of COVID-19, everyone should:

- Clean your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol.
- Avoid close contact with people who are sick.
- Maintain distance between yourself and other people (at least 6 feet).
- Cover your mouth and nose with a cloth face cover when around others.
- Clean your cough or sneeze with a tissue, then throw the tissue in the trash.
- Clean and disinfect frequently touched objects and surfaces daily.
- CDC recommends that people wear cloth face coverings in public settings and when around people who do not have the disease, especially when other social distancing measures are difficult to maintain.
- Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others.

Map of cases



Cases overview

Region	Cases	Deaths
Alameda County	6,991	140
California	281K	6,463
United States	3.03M	908K

As we plan to launch this by Friday, we are hoping to get any feedback on content by end of day (if possible) and would hope to have all approvals in place before the end of the week to enable this launch. Please let us know if this sounds doable.

Feel free to add any others from CDC that you feel should have insight into this campaign.

Thanks,  
Stanley

On Wed, Jul 8, 2020 at 10:32 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Thanks Carol. I too had a lot of trouble on the call.

I wasn't able to see it either, but yes, that's exactly what they're proposing! 😊

Wear a mask, save lives.

Just like the Be Kind campaign.

Awesome minds think alike! 😊

**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Wednesday, July 8, 2020 1:30 PM

**To:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Cc:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Subject:** Sorry!

Stanley/Jan – I heard 70% of meeting but you all were not able to hear me. I couldn't see the campaign so once I see it I can determine next steps. I am not sure if we can amend but we should be able to be fast on our end.

In terms of opportunities, I wonder if Google/YouTube might be interested in getting more involved in promoting face covering use. Perhaps something like the Be Kind campaign?

Sorry I wasn't able to participate more fully!

Carol Y. Crawford  
Chief, Digital Media Branch  
Division of Public Affairs  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
[404-498-2480](tel:404-498-2480)  
[ccrawford@cdc.gov](mailto:ccrawford@cdc.gov)  
Cell: [678-920-0578](tel:678-920-0578)

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

**From:** Kristen Judge  
**Sent:** Fri, 10 Apr 2020 13:53:31 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Emily Ashley;Smith, Fred (CDC/OD/OADC);Lipphardt, Anthony (CDC/DDPHSS/NCHS/OD);DiMattia, William (Jeff) (CDC/OCOO/HRO);Lauren Culbertson;Nikki Golding;Yunyou, Andrea (CDC/OD/OADC);Verma, Rohit (CDC/OD/OADC);Steve Hult;Tom Tarantino;Zachary Gingold  
**Subject:** Twitter Enterprise Data & CDC: Follow-up and next steps  
**Attachments:** Sprinklr Security Measures.pdf

Hi Fred, Anthony, Andea, and Jeff,

Thank you for taking the time to speak today! It was great to talk with you about leveraging Twitter data for the CDC. We are here to help you and to support the important work you are doing with COVID-19.

As promised, below is additional information on Twitter Enterprise offerings, with links to our support documentation.

### **Direct API Solution Deep-Dives:**

- **Realtime / Streaming Twitter API**

- PowerTrack for Twitter is a filtered stream of 100% of the Tweets you want, extracted from the full Twitter Firehose. Features data enrichments such as URL expansion and Boolean support.
- Decahose Stream offers a random sample of 10% of the Twitter Firehose in real-time. With the Decahose, you can uncover emerging trends, monitor the competitive landscape, discover things you didn't know, and much more.

- **Historical Twitter APIs**

- Twitter Search API gives you instant access to the last 30 days of Twitter data so you have everything you need at your fingertips.
- Twitter Full-Archive Search API provides complete and instant access to the entire archive of Twitter data.
- Historical PowerTrack for Twitter gives you complete and comprehensive coverage of every publicly available Tweet dating back to the very first Tweet on March 21, 2006.

- **Enterprise Account Activity API**

- Account Activity API - The Account Activity API delivers realtime access to all activities related to a Twitter account via webhooks.

- **Twitter Insights APIs**

- Engagement API The Engagement API helps marketers improve ROI by finally providing accurate metrics on how content is seen and performs on Twitter.

- Totals - provides grand totals of select Engagements for any public Tweet posted within the last 90 days. Supports 250 Tweets per request.

- 28 hour - provides time-series Engagement metrics for 'owned' Tweets from the last 28 hours. Supports 25 Tweets per request.
- Historical - provides time-series Engagement metrics for up to four consecutive weeks for 'owned' Tweets posted since September 1, 2014. Supports 25 Tweets per request.
- **Follower Graph Enterprise Elevations** (to increase the rate limits on the Standard Follower Graph the CDC is already using).
  - GET followers/ids
  - GET friends/ids
  - GET users/lookup

Please let me know what API(s) are of most interest to you to test. We can use a trial period to get an idea of what tier of usage you will need.

### **Partner Solutions: Sprinklr**

Sprinklr is a Twitter Official Partner and one of our most robust and strategic partnerships in the Twitter Data space. They have complete access to all of our Enterprise APIs, including the Twitter Firehose, as well as access to all of our historical data, dating back to the first Tweet.

In response to the current crisis, Sprinklr has shipped a new suite of tools and features specifically for government use for COVID-19 relief, called Citizen Experience Management, which you can read about here. When I reviewed the use cases that were submitted by the CDC, it did seem that those were something that Sprinklr could help serve.

You can find a PDF overview of Citizen Experience Management here. They've also put together some platform videos highlighting aspects of these features, linked below.

- Information Intelligence
- Public Communication
- Modern Citizen Hotline

Additionally, Sprinklr is already working with the World Health Organization on COVID-19 relief activations including such things like automated chatbot experiences via messaging channels and data visualizations.

Understanding that security, governance and compliance are important factors when choosing a software provider, I've attached an overview on Sprinklr's security measures as well.

If you are interested in exploring Sprinklr further, please let us know and we can make direct introductions to Sprinklr leadership teams to kick off those discussions.

### **Next steps**



1. Please review this information, and let us know what questions you may have on any of these paths forward.
2. I will schedule us for the same time (11:30 AM ET) on **Wednesday (4/15)**. Please let me know if you prefer a different time or date. We are always happy to meet sooner, while still giving you enough time to review the materials here.

Have a great weekend!

Thank you,  
Kristen

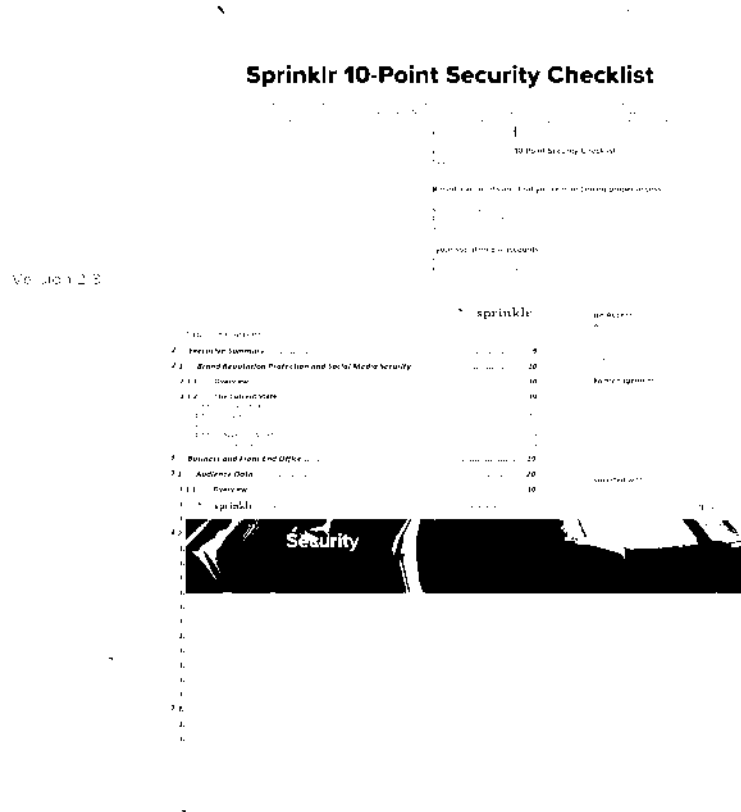
--

**Kristen Judge**  
Developer & Enterprise Solutions

# Security, Governance and Compliance

PROACTIVELY mitigating risk is one of the three primary value drivers of the Sprinklr platform. It's why 4 of the top 5 U.S. banks trust Sprinklr.

- **Rigorous penetration testing** ourselves and via third parties regularly, including around the clock ethical security researchers.
- Multi-layered, enterprise-grade **SaaS security** features combined with an early warning system to protect your brand.
- **Single Sign-On (SSO)** and **Two-Factor Authentication (TFA)** are available, including TFA with Hardware Keys.
- **Workflows** that automate reviews and compliance processes to help brands monitor, moderate and enforce enterprise-wide compliance.
- **Sprinklr Secure Access (SSA)** enables brands to provision access to native accounts securely in the rare case native access to a channel account is required.
- **SOC 1 Type II, SOC 2 Type II, and E.U.-U.S. Privacy Shield** certified and we renew the certifications annually. Finished FedRAMP Assessment, working for full certification by end of year.
- **GDPR and CCPA compliant** and have a **Privacy Center** in place which ensures adherence to data subjects' requests.



**From:** Payton Itheme  
**Sent:** Wed, 4 Mar 2020 04:49:33 +0000  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Two topics for the call tomorrow for you to share with your team in advance of the call (1. COVID-19 HUB and 2. CrowdTangle )  
**Attachments:** For CDC\_v1.pptx

Hi Carol,

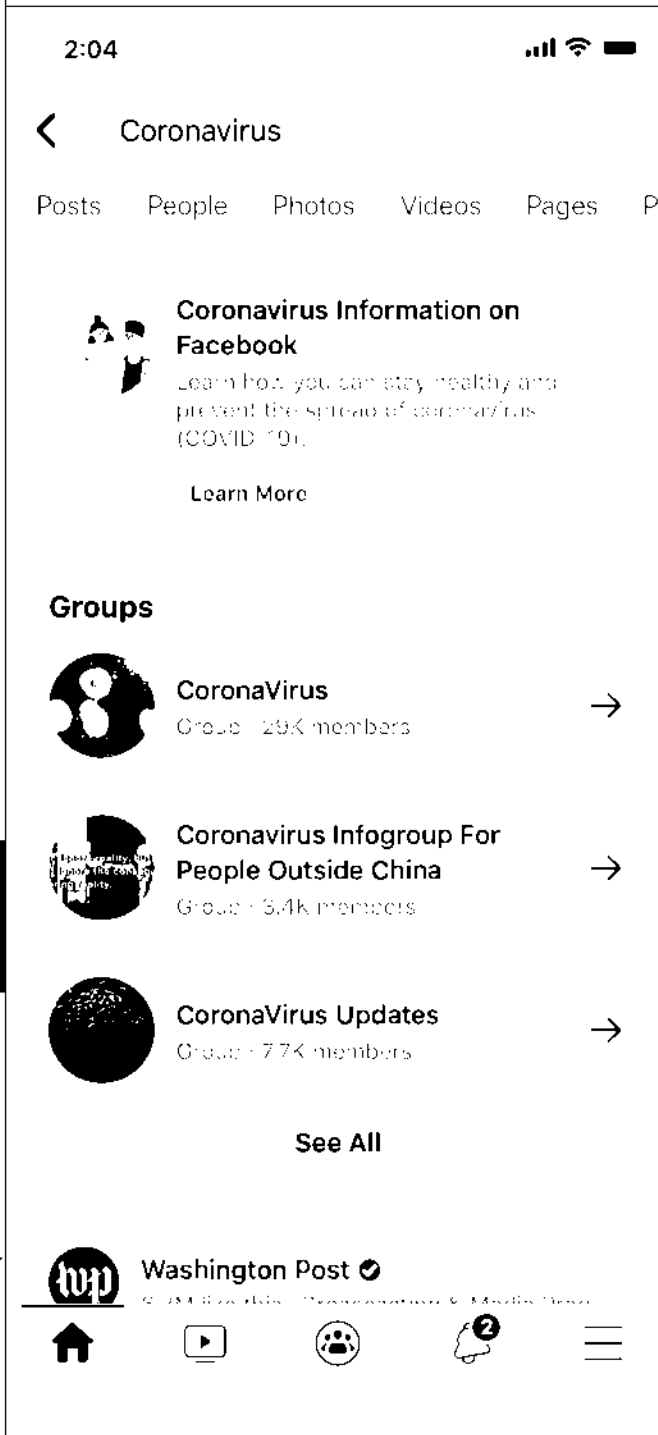
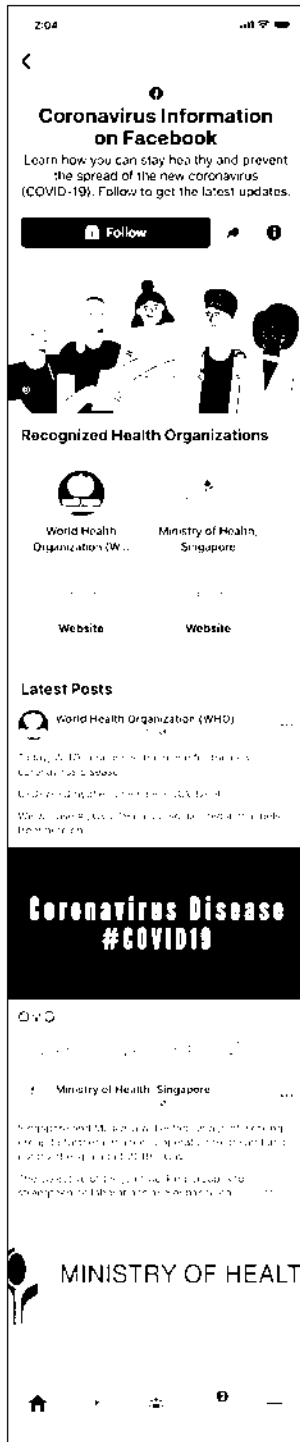
Here are the items we will discuss on the call. I am sending a long these now so your team can have the visuals and context in advance.

### **COVID-19 Hub**

*(See attached slide for full presentation.)*

We have developed a COVID-19 Information Page (The Coronavirus HuB) to serve as a unified source of credible information for users on Facebook about the outbreak. The page includes posts pulled from the Facebook pages of health organizations, so that people can follow the COVID-19 Information Page and see all relevant posts from various sources. This feature is currently now live in Singapore and Italy, and we are planning to roll it out in a number of other countries, including the US, this week. **For the US version, we would like to include CDC as one of the organizations (we are also planning to include WHO and UNICEF). We also want to know if there are other agencies that should be included like HHS.**

Please see below screenshots of the current product, noting that the Singapore Ministry of Health would be replaced by CDC in the US. During our call, we'd like to get your feedback on this concept, the inclusion of CDC, and any other input you have around the execution.



**Crowd Tangle:**

(Follow [this link](#) for an overview about Crowd Tangle and [go here](#) to see the page we built for the US COVID-19 response)

Overview of the page.

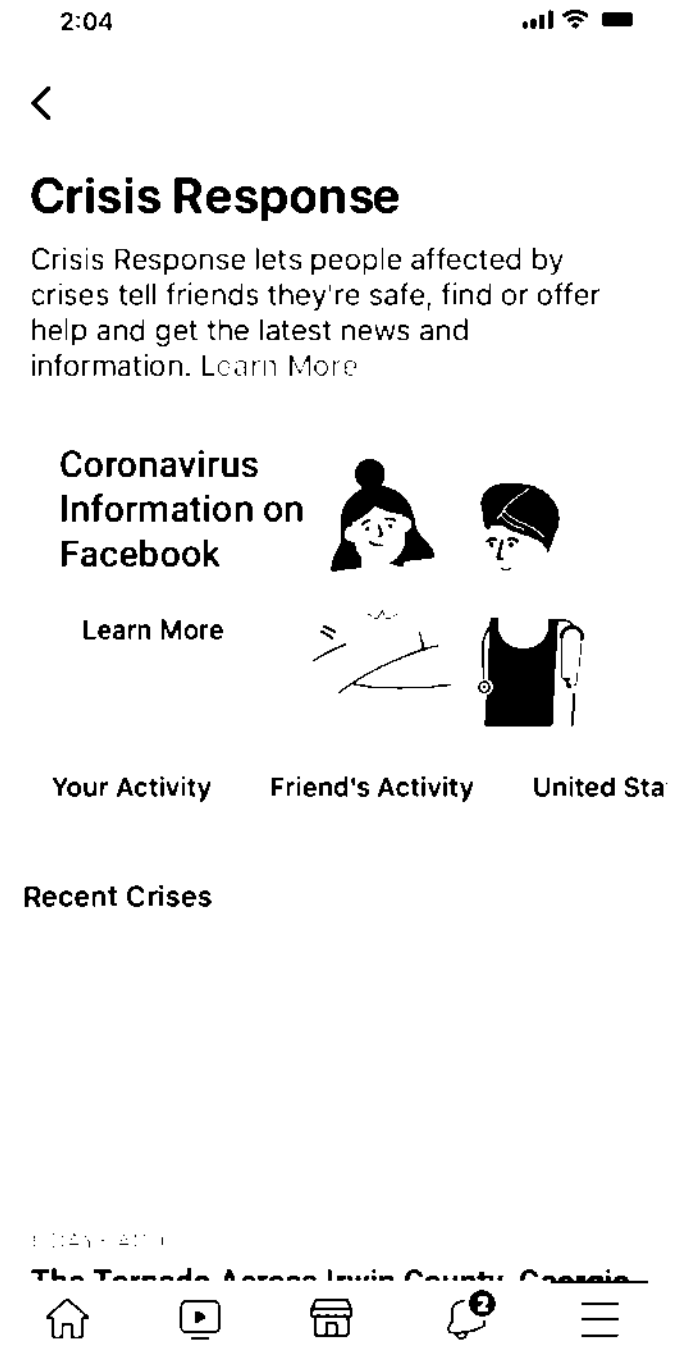
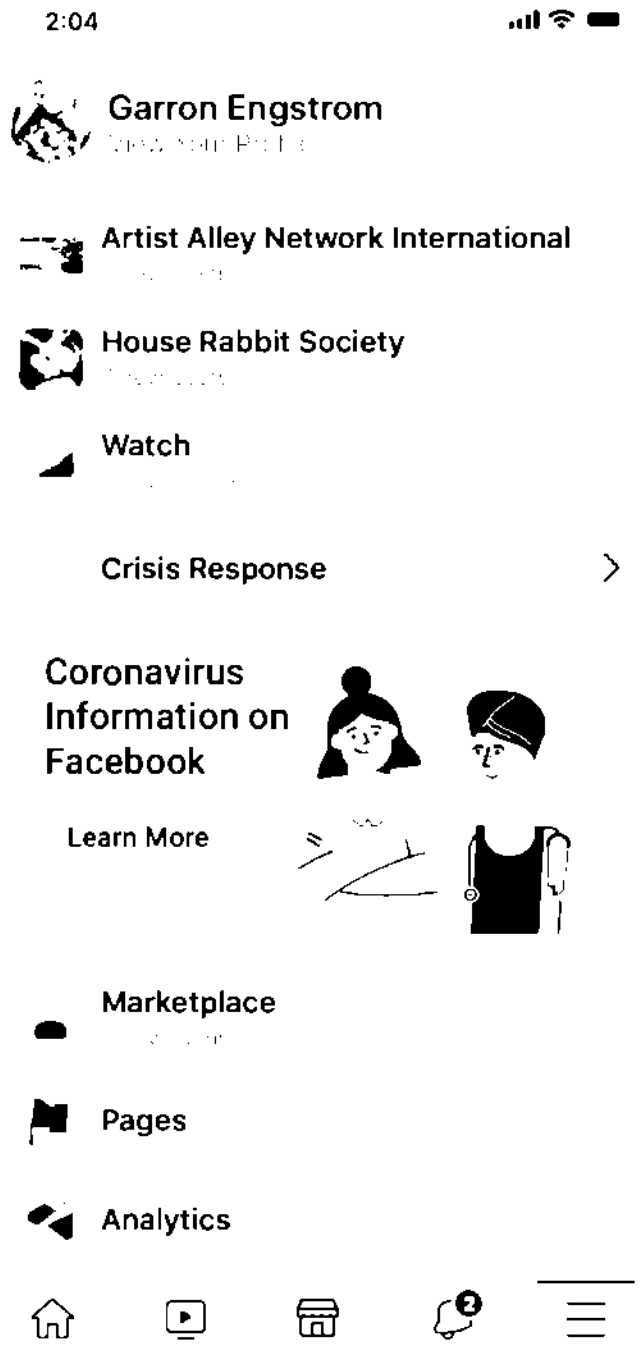
- Our goal is to 1) Give people access to more of the accurate information on Coronavirus, and 2) Help them understand what they can do.
- We believe that people in the US will find this page helpful as they can see aggregated information around coronavirus outbreak from trusted sources mainly from FB Pages of CDC, along with some other partners, like WHO, UNICEF. (We could consider adding more local sources, like [King County Public Health](#) if that would be helpful. We are open to ideas.
  - People will be able to “follow” the page so that they can get notified when there are at least 3 updates (new posts) on the page.
- This has been launched in Italy and Singapore.

I will join my teams that will be on the call to discuss both of these items. We surfaced these two ideas because we thought they may be most helpful based on what you/your team have shared to date.

Best,

Payton

# Bookmark QP



< Coronavirus

Posts People Photos Videos Pages Pa



Coronavirus Information on Facebook

Learn more about the coronavirus disease (COVID-19) and how to protect yourself.

Learn More

Groups



CoronaVirus

1.2K members



Coronavirus Infogroup For People Outside China

1.2K members



CoronaVirus Updates

1.2K members



See All



Washington Post

1.2K members



# Search Module

# Inform QP






# Coronavirus Info (v0)





# Coronavirus Info (v1)

## About Coronavirus (COVID-19)

COVID-19 is the infectious disease caused by the most recently discovered coronavirus. This new virus and disease were unknown before...See More

 30+ countries affected

 80,000+ cases worldwide (900+ new)

 See your country stats

[Learn more about COVID-19](#)

## Common Questions

These FAQs cover general coronavirus



### Do UV lamps kill the coronavirus?

[Find out](#)

[Learn more about coronavirus](#)

## Prevention

How to stay healthy



Wash your hands frequently

[Learn More](#)



Avoid touching your mouth and eyes

[Learn More](#)



Cover your nose and mouth

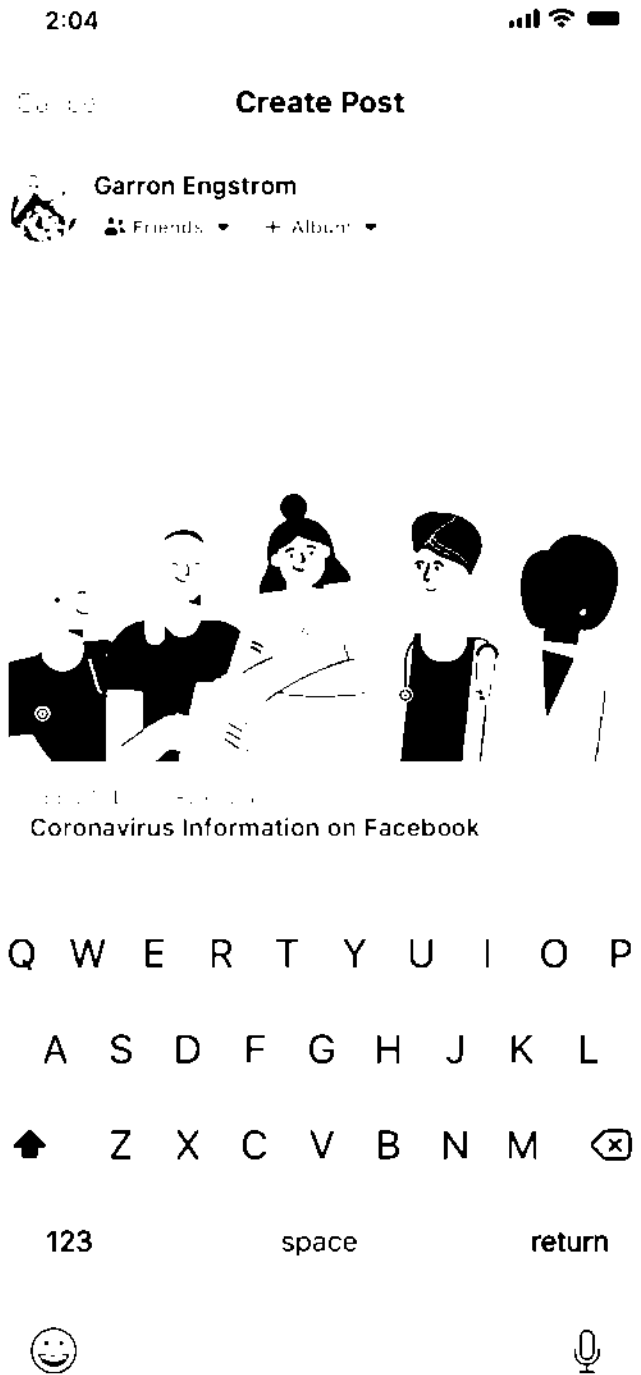
[Learn More](#)

[Learn more about coronavirus](#)

# Direct Links



# Sharing





# Coronavirus Information on Facebook

Learn how you can stay healthy and prevent the spread of the new coronavirus (COVID-19). Follow to get the latest updates.

Following



## Recognized Health Organizations

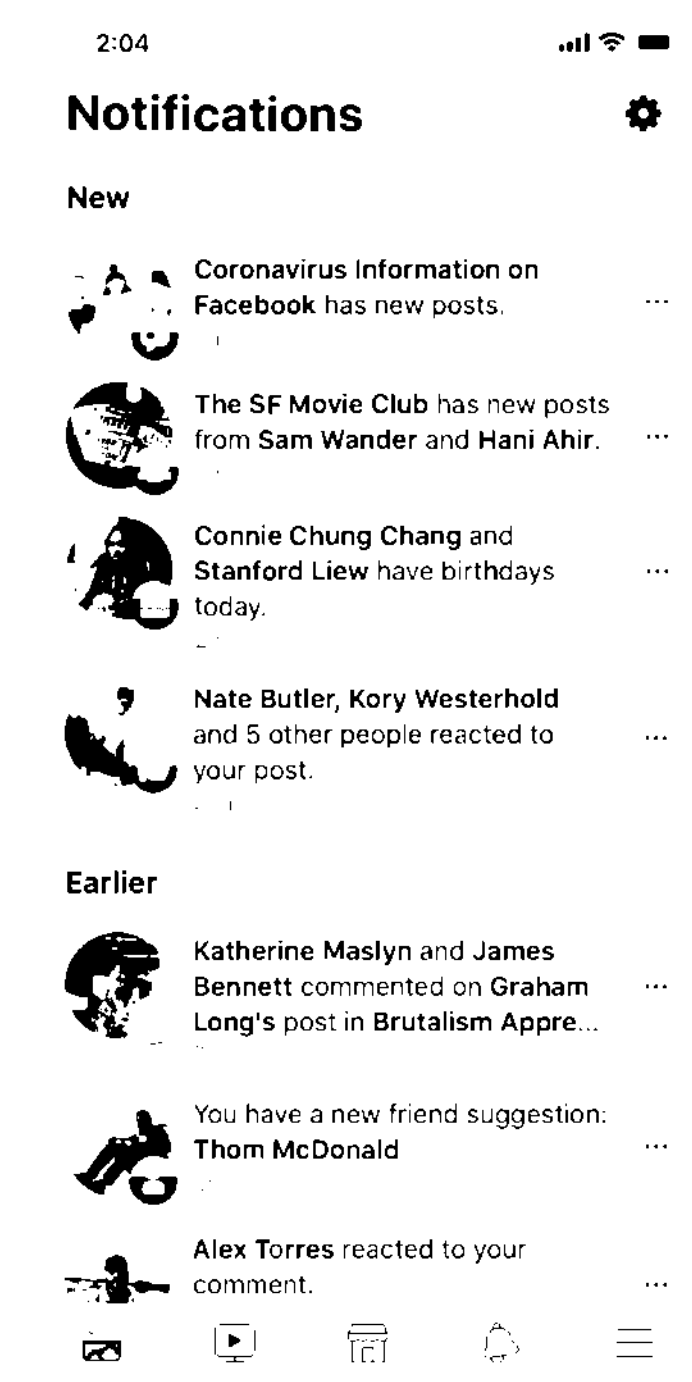
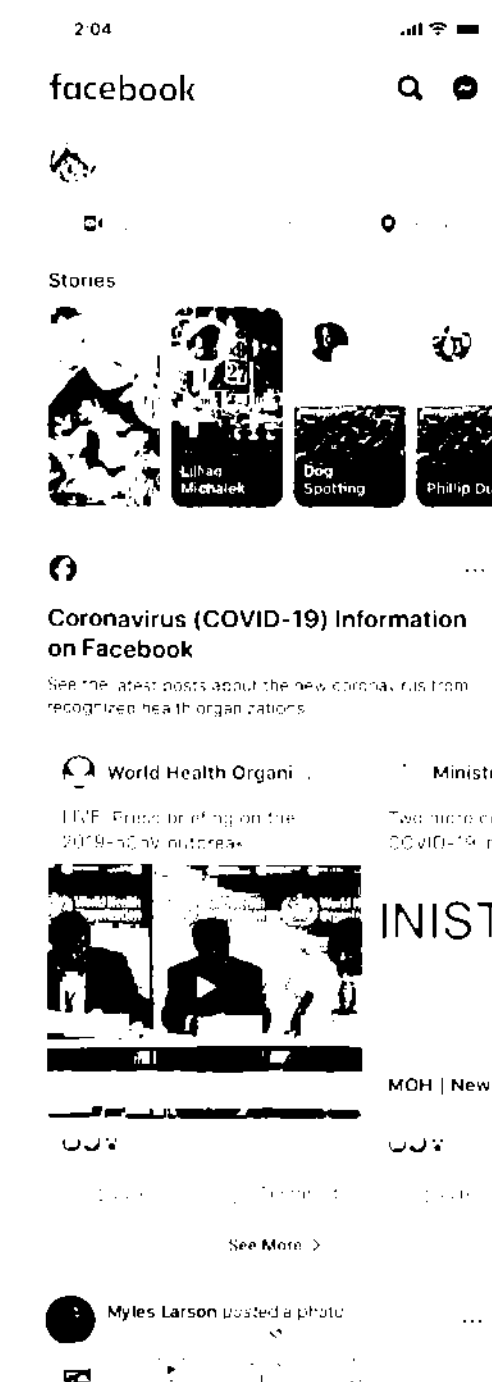


Thanks. You'll see updates from this page in your News Feed. [Undo](#)



# Following

# Updates for followers



## Coronavirus Information on Facebook



**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Sat, 7 Mar 2020 22:24:21 +0000  
**To:** Payton Iheme  
**Subject:** We are in process of posting this content

More in works

FACEBOOK



Older adults appear to be twice as likely to have serious COVID-19 illness. If you or those you care for are at higher risk and live in an area with ongoing community spread of COVID-19, you should:

- Stay at home as much as possible
- Keep away from others who are sick
- Limit close contact with others
- Wash your hands often

<https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html>



Older adults & people with severe chronic medical conditions like heart, lung, or kidney disease seem to be at higher risk for more serious COVID-19 illness. If you are at high risk of serious illness, monitor your health and know the symptoms of COVID-19. Pay attention for potential COVID-19 symptoms including

- fever,
- cough, and



- shortness of breath.

If you feel like you are developing symptoms, call your doctor.

If you develop emergency warning signs:

- difficulty breathing or shortness of breath
- persistent pain or pressure in the chest
- new confusion or inability to arouse
- bluish lips or face

**Get medical attention immediately!**

For information on people at high risk for serious illness from COVID-19, see <https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html>

**From:** Stanley Onyimba  
**Sent:** Sat, 14 Mar 2020 19:19:07 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Malik Ducard;Jan Antonaros  
**Subject:** YouTube Ad Inventory Offer  
**Attachments:** [US CDC] YT Unsold Inventory Offer to Agency Letter.pdf

Hi Carol,

Thank you for your responsiveness in providing video links and permissions to surface your content on our Google, YouTube, and other product experiences. YouTube would also like to offer the CDC optional video promotion support through video ads on YouTube at no cost. More details on this opportunity follow.

### **YouTube COVID-19 Ads Inventory Program**

YouTube would like to offer the CDC optional video promotion support through video ads on YouTube at no cost. More details on this opportunity follow.

How the video-based ads work on YouTube:

- Your videos may run during advertising breaks while users are watching YouTube videos.
- If you already have videos created that you would like to share:
  - You may submit any type of video for promotion, including but not limited to: public service announcements (e.g., [how to protect yourself against COVID-19](#)), informational videos (e.g., [how to wash your hands](#)), weekly videos with the latest local information in order for users to stay informed and healthy. We'll support as many videos as possible but can't guarantee all will be run.
  - All videos should be uploaded to your official YouTube channel.
  - All videos should have sound and/or voiceover and can be any length.
- If you do not have videos readily available:
  - YouTube may help create 6 and [15 second video ads](#) using information and assets from your previously approved information panel.
- You may complete [this form](#) to submit any videos or requests for video creation.
- After you submit the form, YouTube will manage the campaign on your behalf.

For YouTube support and if you have any questions, please reach out to [covid-19-promo-support@google.com](mailto:covid-19-promo-support@google.com).

**How to get started:**

1. Please **print the attached gift letter** on your organization's letterhead and have your ethics official (or individual responsible for advising on ethics) sign, scan, and send back to me.
2. Please use this **form** for the YouTube ad inventory offer. You may submit as many videos as you would like via this form.

Thanks,  
Stanley

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

[INSTITUTION LETTERHEAD]

As [TITLE] at [INSTITUTION], I am responsible for advising this institution on ethics and compliance matters. Google LLC is offering to provide YouTube promotional inventory for up to three (3) months.

In the future, Google LLC may offer additional products or services to [INSTITUTION] to support advertising related to COVID-19. Google will communicate any such offerings in one or more emails that reference this letter, and I will have the option to approve and accept any such products or services via email on the same terms as in this letter.

Google LLC will provide the offerings described above to [INSTITUTION] for advertising related to COVID-19 only and not as a gift to any individual government official.

I understand that Google LLC may be a vendor and/or lobbyist employer and that Google LLC's employees may be registered lobbyists. My institution can accept this under applicable laws, and providing the promotional inventory will not prevent Google LLC or its affiliates from supplying products or services to [INSTITUTION] in the future.

Ethics Official Name: \_\_\_\_\_

Ethics Official Title: \_\_\_\_\_

Ethics Official Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**From:** John Dale  
**Sent:** Mon, 23 Mar 2020 12:05:53 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** COVID-19 Promo Support;Stanley Onyimba;Lee Hadlow;Rachel Madden  
**Subject:** [COVID19 YouTube Video Campaign] | USA | CDC | Campaign submission  
**Attachments:** YT-ad-inventory-example.png

Hello,

I work for the YouTube COVID19 Response team. Thank you for getting involved in partnering with us in bringing awareness and prevention techniques for the ongoing coronavirus pandemic. We would be happy to support you and the CDC by providing YouTube video promotional support.

There are a few follow ups before we can launch this campaign. We offer two different promotional placements:

**1. YouTube ad inventory promotion** (see attached image - this is typical In-Stream placement)

- We need raw video files (.mov or .mp4) to launch this campaign. YouTube will own this ad campaign, and upload the files to our YouTube COVID Response channel.

[Please provide raw video files]

**2. Homepage YouTube video promotion:**

- We can only run 1 video on mobile. There were two videos in the submission - [Video 1](#) & [Video 2](#). Which one would you like launched on mobile?

- On desktop, we can run 3+ videos. Please send through 3+ YouTube videos from the [channel](#) for desktop promotional support.

**Types of videos that YouTube can promote** (videos should have sound and/or voiceover and can be any length):

- Public service announcements (e.g., how to protect yourself against COVID-19)

- Informational videos (e.g., how to wash your hands)

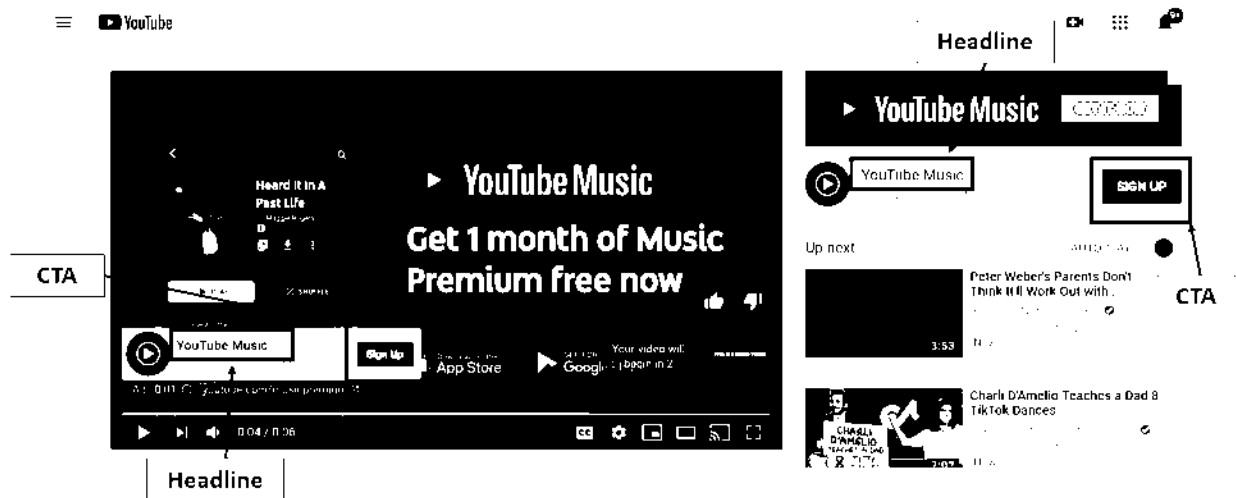
- Weekly videos with the latest local information in order for users to stay informed and healthy.

Thanks,

John on behalf of the COVID19 Response Team

--

 **John Dale**  
Product Marketing Manager  
Performance Media, YouTube  
[johndale@google.com](mailto: johndale@google.com)





Headline

▶ YouTube Music

GET IT NOW



YouTube Music

www.youtube.com/musicpremium

SIGN UP

Up next

AUTOPLAY

Peter Weber's Parents Don't Think It'll Work Out with...  
Bachelor Nation on ABC  
Recommended for you  
New

3:53

Charli D'Amelio Teaches a Dad 8 TikTok Dances  
The Tonight Show Starring...  
Recommended for you  
New

2:02

CTA

CTA

Headline

▶ YouTube Music

Get 1 month of Music Premium free now

Heard It in A Past Life  
Maggie Rogers

PLAY SHUFFLE

Give A 1 file

YouTube Music Sign Up

Download on the App Store

Get it on Google Play

Your video will begin in 2

Ad 0:01 youtube.com/musicpremium

0:04 / 0:06

**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Thu, 19 Mar 2020 18:51:43 +0000  
**To:** Stanley Onyimba  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Updated link in the SOS message

Sure. No worries

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Thursday, March 19, 2020 2:47 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Updated link in the SOS message

Thanks for confirming, Fred.

Also, the Norther Mariana Islands SOS Alert link already points to the COVID-19 link: <https://www.chcc.gov.mp/coronavirusinformation.php>

The display URL in the SOS alert is shortened as the UI doesn't allow for full/long URLs but links through to the correct page when clicked.

Thanks,  
Stanley

On Thu, Mar 19, 2020 at 11:10 AM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Stanley. Health Department in American Samoa only uses a Facebook page. No traditional web site

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Wednesday, March 18, 2020 4:29 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Updated link in the SOS message

Great, thank you.

On Wed, Mar 18, 2020 at 1:27 PM Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov> wrote:  
Thanks Stanley.

I believe they were looking for something different. I'll pass this along.

I'll check for an authoritative source for Minor Outlying Islands and if we're aware of a COVID site for American Samoa



Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Wednesday, March 18, 2020 4:19 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Updated link in the SOS message

Hi Fred,

Yes, we launched in the Norther Mariana Islands with this link: <https://www.chcc.gov.mp/coronavirusinformation.php>

We've launched in all other US Territories except for American Samoa (has a general [Department of Public Health](#) site but does not have a specific COVID-19 page) and United States Minor Outlying Islands (we did not find an authoritative resource).

Thanks,  
Stanley

On Wed, Mar 18, 2020 at 12:06 PM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Hi Stanley,

We've had a inquiry from the field about this. Did you implement this in all US Territories as well? If not, will you. (Specific inquiry came in about Norther Mariana Islands)

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, March 17, 2020 2:19 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Updated link in the SOS message

Hi Fred,

Yes, we flagged to Anita and Jason on Saturday that we plan to surface State Health Authority resources. Anita volunteered to send a note to these state authorities to give them a heads up that we may be sending traffic to their sites. We also provided a paragraph that could be use to describe the effort to them:

Confidential: We are writing to notify you that Google LLC is planning to launch a site/products in the

next day or so to inform users about the COVID-19 resources. We will be including a link to these State Health Authority Websites that contain information on COVID-19. If you have any concerns or experience any traffic related issues, please reach out.

These links are live in SOS alerts for all 50 states as well as US territories.

Thanks,  
Stanley

On Tue, Mar 17, 2020 at 10:59 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:  
Thanks Stanley. I see it now.

However, I see since I am in Georgia, the top link in that SOS alert is a link to Georgia DPH.

Are you in touch with them and other state departments of health to let them know they may take a huge surge in traffic? We don't want to cause them problems unnecessarily.

If not, how many states have you guys done this for? I might be able to get the word out through other channels, but it wouldn't necessarily be comprehensive.

Thanks

Fred

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Tuesday, March 17, 2020 1:33 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <[zjz2@cdc.gov](mailto:zjz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Subject:** Re: Updated link in the SOS message

Hi Fred,

The new link should be live in the SOS alert in the next few hours.

Thanks,  
Stanley

On Tue, Mar 17, 2020 at 8:25 AM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Fred,

Thanks for the feedback and new link. I will share with our product team and get back to you with an update as soon as possible.

Thanks,  
Stanley

On Tue, Mar 17, 2020 at 7:19 AM Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)> wrote:

Stanley,

Quick note. Can we have the URL in the SOS message changed to the COVID home page?

<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

The page it's currently pointing to is not the best any more, and may be removed and redirected.

Thanks

Fred

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**From:** Smith, Fred (CDC/OD/OADC)  
**Sent:** Tue, 17 Mar 2020 18:21:35 +0000  
**To:** Stanley Onyimba  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Updated link in the SOS message

Thanks

I missed this in all the stuff this weekend.

Fred

**From:** Stanley Onyimba <sonyimba@google.com>  
**Sent:** Tuesday, March 17, 2020 2:19 PM  
**To:** Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <zjz2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** Re: Updated link in the SOS message

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Fred

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**Sent:** Tuesday, March 17, 2020 1:33 PM  
**To:** Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Bonander, Jason (CDC/OCOO/OCIO) <[ziz2@cdc.gov](mailto:ziz2@cdc.gov)>; Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
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Thanks,  
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Thanks,  
Stanley

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<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

The page it's currently pointing to is not the best any more, and may be removed and redirected.

Thanks

Fred

--

Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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**From:** Mullins, Scott R. (CDC/OD/OADC) (CTR)  
**Sent:** Wed, 27 May 2020 18:32:49 +0000  
**To:** Cong Chen  
**Cc:** Stanley Onyimba;Thapar, Preeti (CDC/OCOO/OD) (CTR);Crawford, Carol Y. (CDC/OD/OADC);Smith, Fred (CDC/OD/OADC)  
**Subject:** RE: Updates to the Symptoms list

Thanks.

**From:** Cong Chen <congchen@google.com>  
**Sent:** Wednesday, May 27, 2020 2:16 PM  
**To:** Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov>  
**Cc:** Stanley Onyimba <sonyimba@google.com>; Thapar, Preeti (CDC/OCOO/OD) (CTR) <ijd2@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Smith, Fred (CDC/OD/OADC) <evp9@cdc.gov>  
**Subject:** Re: Updates to the Symptoms list

The changes are live. Thanks Scott and team!

On Tue, May 26, 2020 at 12:16 PM Cong Chen <congchen@google.com> wrote:

Thanks Scott for the heads-up. (b)(5)  
(b)(5)

Thank you,  
Cong

On Tue, May 26, 2020 at 12:02 PM Mullins, Scott R. (CDC/OD/OADC) (CTR) <svm8@cdc.gov> wrote:  
Hi Cong and Stanley,

We have another (b)(5)  
(b)(5)

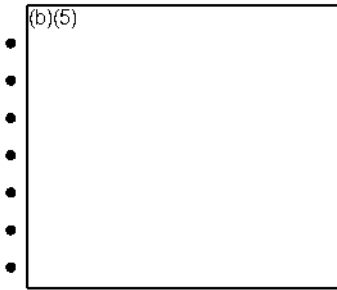
-----  
Description:

COVID-19 affects different people in different ways. Infected people have had a wide range of symptoms reported – from mild symptoms to severe illness.

-----  
Text:

Symptoms may appear 2-14 days after exposure to the virus. People with these symptoms may have COVID-19:

- (b)(5)
- 
- 
-



Look for emergency warning signs for COVID-19. If someone is showing any of these signs, seek emergency medical care immediately:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Bluish lips or face

Call your medical provider for any other symptoms that are severe or concerning to you.

-----

Will these show up in the Wednesday update?

Thanks,

Scott



**From:** Genelle Adrien  
**Sent:** Thu, 8 Oct 2020 17:04:48 +0000  
**To:** Layton, Kathleen (CDC/OD/OADC); Facebook  
**Cc:** Airton Tatoug Kamdem; Julia Eisman; Annie Lewis; Payton Ihome; Sharon Yang; Dempsey, Jay H. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: Video captions issue | Job: 1187761854939276

Hi Kathleen – Thanks for following up and thanks for your patience here! We're escalating this with our technical teams to try and get a resolution as soon as possible. I will keep you updated.

Best,  
Genelle

## FACEBOOK

**Genelle Quarles Adrien**  
Politics & Government Outreach  
o: [genelleadrien@fb.com](mailto:genelleadrien@fb.com) | w: [facebook.com/gpa](https://www.facebook.com/gpa)

**From:** "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
**Date:** Thursday, September 17, 2020 at 10:34 AM  
**To:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Cc:** Genelle Adrien <genelleadrien@fb.com>, Airton Tatoug Kamdem <airtonkamdem@fb.com>, Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Ihome <payton@fb.com>, Sharon Yang <syang@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
**Subject:** RE: Video captions issue | Job: 1187761854939276

Hi Erick,

We have another example that is in draft, but do not have a published video with the same issue. We verify before posting that the captions are working so as to comply with 508. So anytime we see an issue we hold off and troubleshoot. Any insight on the issue? If helpful, I can send along the other assets that we're having the same issue with.

Kathleen

**From:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Sent:** Wednesday, September 16, 2020 7:20 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** FW: Video captions issue | Job: 1187761854939276

Hi Kathleen,

Do you have another example of a published video (not in draft) video that is also experiencing this issue? Or is it just this specific example?

Thanks,

Erick

Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

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Hi Kathleen, We can access this. Thank you so much! We will continue to keep you updated. Thanks, Erick Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

>On Mon Sep 14, 2020 12:26:49, Layton, Kathleen (CDC/OD/OADC) wrote:

>>Hi Erick,

>>Sure- here is a link to download the files that were too large to send via email.

>><https://centersfordiseasecontrol.sharefile.com/d-s30a53cbff4745509>

>>Let me know if you have any issues accessing!

>>Kathleen

>>From: Facebook <case--aazq4y7t55wboe@support.facebook.com>

>>Sent: Friday, September 11, 2020 7:05 PM

>>To: Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>

>>Cc: genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>;

juliacisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H.

(CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

>>Subject: FW: Video captions issue | Job: 1187761854939276

>>Hi Kathleen,

>>To help us reproduce the issue, we would need an uploadable file of the video and captions. Please send the files you are using to upload.

>>Thanks,

>>Erick

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about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)<<http://facebook.com/gpa/COVID-19-Resources>>

>>>>On Fri Sep 11, 2020 14:19:19, Layton, Kathleen (CDC/OD/OADC) wrote:

>>>>Sure- Here is the draft video on the Spanish Facebook page:

>>>>[https://business.facebook.com/watch/?v\\_312654516679243](https://business.facebook.com/watch/?v_312654516679243)

>>>>Kathleen

>>>>From: Facebook <case>

>>>>Sent: Friday, September 11, 2020 5:17 PM

>>>>To: Layton, Kathleen (CDC/OD/OADC) <kyu6>; Layton, Kathleen (CDC/OD/OADC) <kyu6>

>>>>Cc: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<<mailto:genelleadrien@fb.com>>; Airton Tatoug Kamdem <[airtonkamdem](mailto:airtonkamdem)>; [juliacisman@fb.com](mailto:juliacisman@fb.com)<<mailto:juliacisman@fb.com>>; [alcwis@fb.com](mailto:alcwis@fb.com)<<mailto:alcwis@fb.com>>; [payton@fb.com](mailto:payton@fb.com)<<mailto:payton@fb.com>>; [syang@fb.com](mailto:syang@fb.com)<<mailto:syang@fb.com>>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>

>>>>Subject: FW: Video captions issue | Job: 1187761854939276

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>>>>Can you send the draft if possible?

>>>>Thanks,

>>>>Erick

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>>>>>On Fri Sep 11, 2020 13:44:52, Layton, Kathleen (CDC/OD/OADC) wrote:

>>>>>Hi Erick,

>>>>>I just tried to send the file and it exceeded Facebook's server size. We do have this saved as a draft on our account- would that work? Or would you prefer we try an alternate method of file transfer?

>>>>>Kathleen

>>>>>From: Facebook <case>

>>>>>Sent: Friday, September 11, 2020 4:17 PM

>>>>>To: Layton, Kathleen (CDC/OD/OADC) <kyu6>; Layton, Kathleen (CDC/OD/OADC) <kyu6>

>>>>>Cc: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<[genelleadrien](mailto:genelleadrien)>; Airton Tatoug Kamdem <[airtonkamdem](mailto:airtonkamdem)>; [juliacisman@fb.com](mailto:juliacisman@fb.com)<[juliacisman](mailto:juliacisman)>; [alcwis@fb.com](mailto:alcwis@fb.com)<[alcwis](mailto:alcwis)>; [payton@fb.com](mailto:payton@fb.com)<[payton](mailto:payton)>; [syang@fb.com](mailto:syang@fb.com)<[syang](mailto:syang)>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>

>>>>>Subject: FW: Video captions issue | Job: 1187761854939276

>>>>>Hi Kathleen,

>>>>>To better review this issue, could you provide us with the following:

>>>>>- Video and caption file to reproduce the issue on our end.

>>>>>Thanks,

>>>>>Erick

>>>>>Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

Resources<<http://facebook.com/gpa/COVID-19-Resources>><<http://facebook.com/gpa/COVID-19-Resources>><<http://facebook.com/gpa/COVID-19-Resources>>

>>>>>>From: "Layton, Kathleen (CDC/OD/OADC)" <kyu6>

>>>>>>Date: Thursday, September 10, 2020 at 12:55 PM

>>>>>>To: Genelle Adrien <genelleadrien>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5>, Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Itheme <payton>, Sharon Yang <syang>

>>>>>>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1>

>>>>>>Subject: RE: IG Error Message

>>>>>>Hi Genelle,

>>>>>>Sure- we're trying to upload the attached caption file to the accompanying video. Any insight would be helpful in troubleshooting this on our Spanish Facebook profile:

<https://facebook.com/cdcespanol>.

>>>>>>Thank you for the insight on the sticker issue- I'll relay this info and keep this in mind for the future.

>>>>>>Kathleen Layton

>>>>>>From: Genelle Adrien <genelleadrien>

>>>>>>Sent: Wednesday, September 9, 2020 4:42 PM

>>>>>>To: Layton, Kathleen (CDC/OD/OADC) <kyu6>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Sharon Yang <syang>

>>>>>>Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjy1>

>>>>>>Subject: Re: IG Error Message

>>>>>>Hi Kathleen – Thank you for flagging these! We can have our technical look into the captions issue. Can you share the URL of the Page and of the video you're uploading to captions to?

>>>>>>For the IG sticker issue, our team confirmed that the block was intended behavior. The block is temporary, but is triggered typically when an account is mass commenting, sending repetitive messages or following people too quickly. Unfortunately the guidance to avoid a block in the future is just to slow down on the action.

>>>>>>That being said, we can take your use case/feedback to our product team for consideration for future updates to the sticker.

>>>>>>Thank you!

>>>>>>Genelle

>>>>>>[signature\_1286985788]

>>>>>>Genelle Quarles Adrien

>>>>>>Politics & Government Outreach

>>>>>>e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<genelleadrien> | w:

[facebook.com/gpa](http://facebook.com/gpa)<<http://facebook.com/gpa>><<http://facebook.com/gpa>><<http://facebook.com/gpa>><<http://facebook.com/gpa>>

>>>>>>From: "Layton, Kathleen (CDC/OD/OADC)" <kyu6>

>>>>>>Date: Wednesday, September 9, 2020 at 1:26 PM

>>>>>>To: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5>, Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Itheme <payton>, Genelle Adrien <genelleadrien>, Sharon Yang <syang>

>>>>>>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1>

>>>>>Subject: RE: IG Error Message

>>>>>Hi Airton, Genelle or Julia,

>>>>>I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot. Appreciate any advice on how to avoid these issues in the future.

>>>>>Let me know if anyone has any questions- and many thanks, all!

>>>>>Kathleen Layton

>>>>>From: Layton, Kathleen (CDC/OD/OADC)

>>>>>Sent: Wednesday, August 26, 2020 4:43 PM

>>>>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>>>>>Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjy1>

>>>>>Subject: IG Error Message

>>>>>Hi Airton, Genelle, and Julia,

>>>>>Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!

>>>>>We hosted a Question and Answer session on our Instagram profile earlier this week using the Question sticker in Instagram stories. This was a two-hour event on our end, and during the last ~15 minutes, we were unable to go scroll back through questions that were submitted earlier in the event to our profile. We could only see a preview of the most recent questions that had been submitted by users. When attempting to view the full pane of questions users were asking we received the attached error message.

>>>>>We did have multiple people logged into our profile (4 total) and were refreshing the question sticker, but needed to do so given the volume of user responses we were receiving. Any insight into how to trouble shoot this in the future would be helpful as we do want to be able to engage with users when hosting these sorts of events on our Instagram profile.

>>>>>Thanks,

>>>>>Kathleen Layton

>>>>>From: Airton Tatoug Kamdem <airtonkamdem>

>>>>>Sent: Tuesday, August 25, 2020 8:53 PM

>>>>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1>

>>>>>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>>>>>Subject: Re: CDC Ad Credits

>>>>>Thanks Jay,

>>>>>Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

>>>>>Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

>>>>>We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

>>>>>Thank you,  
>>>>>-Airton  
>>>>>From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5>  
>>>>>Date: Tuesday, August 25, 2020 at 4:46 PM  
>>>>>To: Airton Tatoug Kamdem <airtonkamdem>, "Averbach, Hallie  
(CDC/DDID/NCIRD/OD) (CTR)" <qck9>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1>  
>>>>>Cc: Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton IHEME <payton>,  
Genelle Adrien <genelleadrien>, Sharon Yang <syang>  
>>>>>Subject: RE: CDC Ad Credits  
>>>>>Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in  
our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms &  
Conditions. However, I'm not seeing an option on our payment settings page to adjust the  
account spending limit to the new total. Please see my screen cap below. I did see the option  
when I logged into a different ad account; just not seeing it for this one.  
>>>>>Also, looking forward discussing ad campaign metrics with you tomorrow afternoon.  
Can you include Hallie Averbach on the meeting invite when you send?  
>>>>>Thanks & please let me know how I can resolve the issue around updating the account  
spending limit.  
>>>>>.  
>>>>>Jay  
>>>>>[cid:image002.jpg@01D68790.9D6FAB70]  
>>>>>From: Airton Tatoug Kamdem <airtonkamdem>  
>>>>>Sent: Tuesday, August 25, 2020 11:12 AM  
>>>>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie  
(CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1>  
>>>>>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton IHEME <payton>;  
Genelle Adrien <genelleadrien>; Sharon Yang <syang>  
>>>>>Subject: CDC Ad Credits  
>>>>>Hi CDC Team,  
>>>>>Hope all is well, our team just transferred the first \$300K in ad credits to you

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Thu, 8 Oct 2020 15:50:16 +0000  
**To:** Facebook  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Video captions issue | Job: 1187761854939276

Hi Erick,

Just checking in on this issue- was there any solution or advice on how to correct the captions not displaying? This issue seems to be localized to our Spanish-language profile. We've tried to upload another video with no success of the captions displaying prior to posting.

Let us know if you have any insight- your help is greatly appreciated!

Kathleen

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Thursday, September 17, 2020 10:35 AM  
**To:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** RE: Video captions issue | Job: 1187761854939276

Hi Erick,

We have another example that is in draft, but do not have a published video with the same issue. We verify before posting that the captions are working so as to comply with 508. So anytime we see an issue we hold off and troubleshoot. Any insight on the issue? If helpful, I can send along the other assets that we're having the same issue with.

Kathleen

**From:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Sent:** Wednesday, September 16, 2020 7:20 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
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Do you have another example of a published video (not in draft) video that is also experiencing this issue? Or is it just this specific example?

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>>>>>[signature\_1286985788]  
>>>>>Genelle Quarles Adrien  
>>>>>Politics & Government Outreach  
>>>>>e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<genelleadrien> | w:  
[facebook.com/gpa](http://facebook.com/gpa)<<http://facebook.com/gpa>><<http://facebook.com/gpa>><<http://facebook.com/gpa>>  
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>>>>>I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot. Appreciate any advice on how to avoid these issues in the future.

>>>>>Let me know if anyone has any questions- and many thanks, all!

>>>>>Kathleen Layton

>>>>>From: Layton, Kathleen (CDC/OD/OADC)

>>>>>Sent: Wednesday, August 26, 2020 4:43 PM

>>>>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

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>>>>>Hi Airton, Genelle, and Julia,

>>>>>Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!

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>>>>>Sent: Tuesday, August 25, 2020 8:53 PM

>>>>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1>

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>>>>>Date: Tuesday, August 25, 2020 at 4:46 PM  
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>>>>>Sent: Tuesday, August 25, 2020 11:12 AM  
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**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Mon, 14 Sep 2020 19:26:45 +0000  
**To:** Facebook  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Video captions issue | Job: 1187761854939276

Hi Erick,

Sure- here is a link to download the files that were too large to send via email.  
<https://centersfordiseasecontrol.sharefile.com/d-s30a53cbff4745509>

Let me know if you have any issues accessing!

Kathleen

**From:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Sent:** Friday, September 11, 2020 7:05 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** FW: Video captions issue | Job: 1187761854939276

Hi Kathleen,

To help us reproduce the issue, we would need an uploadable file of the video and captions. Please send the files you are using to upload.

Thanks,

Erick

Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

>On Fri Sep 11, 2020 15:03:42, Erick wrote:  
>

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>>>>From: "Layton, Kathleen (CDC/OD/OADC)" <[kyu6](mailto:kyu6)>  
>>>>Date: Thursday, September 10, 2020 at 12:55 PM

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>>>>Thank you!

>>>>Genelle

>>>>[signature\_1286985788]

>>>>Genelle Quarles Adrien

>>>>Politics & Government Outreach

>>>>e: [genellcadrien@fb.com](mailto:genellcadrien@fb.com)<genellcadrien> | w:

[facebook.com/gpa](http://facebook.com/gpa)<<http://facebook.com/gpa>><<http://facebook.com/gpa>><<http://facebook.com/gpa>>

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>>>>When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found [here](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldef)<https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A\_gcc01.safelinks.protection.outlook.com\_-3Furl-3Dhttps-253A-252F-252Furldef

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**Subject:** RE: Video captions issue | Job: 1187761854939276

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>>[signature\_1286985788]

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>>Politics & Government Outreach

>>e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<genelleadrien> | w:

[facebook.com/gpa](https://www.facebook.com/gpa)<<http://facebook.com/gpa>><<http://facebook.com/gpa>>

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

>>Date: Tuesday, August 25, 2020 at 4:46 PM

>>To: Airton Tatoug Kamdem <airtonkamdem>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1>

>>Cc: Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Itheme <payton>, Genelle Adrien <genelleadrien>, Sharon Yang <syang>

>>Subject: RE: CDC Ad Credits

>>Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms & Conditions. However, I'm not seeing an option on our payment settings page to adjust the account spending limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.

>>Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you include Hallie Averbach on the meeting invite when you send?

>>Thanks & please let me know how I can resolve the issue around updating the account spending limit.

>>.

>>Jay

>>[cid:image002.jpg@01D68790.9D6FAB70]

>>From: Airton Tatoug Kamdem <airtonkamdem>

>>Sent: Tuesday, August 25, 2020 11:12 AM

>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1>

>>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>>Subject: CDC Ad Credits

>>Hi CDC Team,

>>Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) – the new ad credit balance on the account should read \$529,207.42 as of today (8/25).

>>When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found

here<[https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A\\_gcc01.safelinks.protection.outlook.com\\_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcouponterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcouponterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-)

2D2D257C637208684774716460-2D2D26sdata-2D2D3DArcCWGU-  
2D2D252FqIOiHervSIUZhuyaf6zflLK.NfpRHuX-2D2D252FYwKs-2D2D253D-  
2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-  
2D253D5VD0RTtNITh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-  
2D2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2D2526m-  
2D253DVkAIJQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRcl0Uf4-2D2526s-  
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2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-  
2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-  
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257C66cf50745afe48d1a691a12b2121f44b-257C0-257C0-257C637218023115941883-26sdata-  
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6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww%26m%3DkyJd-  
F.MoNN0dC6K7KGS2ZJsMeFf8cnQmy4iccuFXFUo%26s%3DeA8BOZDSQD-  
gzEJoFgxcome88a8vE7LuNjrrC-VNT44%26e%3D&data=02%7C01%7CJacobyBM%40> &  
below). We will complete transfer of remaining coupons. Please adjust the account spending  
limit to the new total by following the instructions  
here<<https://www.facebook.com/business/help/764293677236889?id=326963134374796>>  
>>Ad Credit Coupon Terms and Conditions  
>> 1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the  
email or other notification sent to you with your Coupon details and by these terms and  
conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad  
Coupon Terms, then you must not use Coupons.  
>> 2. The issuance and use of Coupons is also subject to all applicable Facebook policies and  
procedures, including, but not limited to, Facebook’s Terms of Service (available  
here<[Page 3154](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6cf00008d7d1cc34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DcdhNHrj0-2D2D252FCXO4Bzzt68GKDjy42Vbn-2D2D252FG4dbfy00IW6Y-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-2D253D5VD0RTtNITh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-</a></u></p></div><div data-bbox=)

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2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DGSVkJQSZXIJrsDH6-  
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253DuRjtmGmvB-2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2526m-253Dvf-  
2Dbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbUNKk-2526s-253DYqILed-  
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257CJacobyBM-2540state.gov-257C6aab77fc0ad443a8bac608d7da6a729b-  
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3D0%26d%3DDwMGaQ%26e%3D5VD

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Fri, 11 Sep 2020 20:44:47 +0000  
**To:** Facebook  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Video captions issue | Job: 1187761854939276  
**Attachments:** CDCPSAMarioGuini.es\_LA.srt

Hi Erick,

I just tried to send the file and it exceeded Facebook's server size. We do have this saved as a draft on our account- would that work? Or would you prefer we try an alternate method of file transfer?

Kathleen

**From:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Sent:** Friday, September 11, 2020 4:17 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** FW: Video captions issue | Job: 1187761854939276

Hi Kathleen,

To better review this issue, could you provide us with the following:

- Video and caption file to reproduce the issue on our end.

Thanks,

Erick

Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

>From: "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
>Date: Thursday, September 10, 2020 at 12:55 PM  
>To: Genelle Adrien <genelleadrien@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Itheme <payton@fb.com>, Sharon Yang <syang@fb.com>  
>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>



>Subject: RE: IG Error Message  
>Hi Genelle,  
>Sure- we're trying to upload the attached caption file to the accompanying video. Any insight would be helpful in troubleshooting this on our Spanish Facebook profile:  
<https://facebook.com/cdcespanol>.  
>Thank you for the insight on the sticker issue- I'll relay this info and keep this in mind for the future.  
>Kathleen Layton  
>From: Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>  
>Sent: Wednesday, September 9, 2020 4:42 PM  
>To: Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Julia Eisman <[juliacisman@fb.com](mailto:juliacisman@fb.com)>; Annie Lewis <[alcwis@fb.com](mailto:alcwis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
>Cc: Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
>Subject: Re: IG Error Message  
>Hi Kathleen – Thank you for flagging these! We can have our technical look into the captions issue. Can you share the URL of the Page and of the video you're uploading to captions to?  
>For the IG sticker issue, our team confirmed that the block was intended behavior. The block is temporary, but is triggered typically when an account is mass commenting, sending repetitive messages or following people too quickly. Unfortunately the guidance to avoid a block in the future is just to slow down on the action.  
>That being said, we can take your use case/feedback to our product team for consideration for future updates to the sticker.  
>Thank you!  
>Genelle  
>[signature\_1286985788]  
>Genelle Quarles Adrien  
>Politics & Government Outreach  
>e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<<mailto:genelleadrien@fb.com>> | w: [facebook.com/gpa](http://facebook.com/gpa)<<http://facebook.com/gpa>>  
>From: "Layton, Kathleen (CDC/OD/OADC)" <[kyu6](mailto:kyu6)>  
>Date: Wednesday, September 9, 2020 at 1:26 PM  
>To: "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5](mailto:ifb5)>, Julia Eisman <[juliaeisman](mailto:juliaeisman)>, Annie Lewis <[alewis](mailto:alewis)>, Payton Itheme <[payton](mailto:payton)>, Genelle Adrien <[genelleadrien](mailto:genelleadrien)>, Sharon Yang <[syang](mailto:syang)>  
>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <[cjyl](mailto:cjyl)>  
>Subject: RE: IG Error Message  
>Hi Airton, Genelle or Julia,  
>I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot. Appreciate any advice on how to avoid these issues in the future.  
>Let me know if anyone has any questions- and many thanks, all!  
>Kathleen Layton  
>From: Layton, Kathleen (CDC/OD/OADC)  
>Sent: Wednesday, August 26, 2020 4:43 PM  
>To: Dempsey, Jay H. (CDC/OD/OADC) <[ifb5](mailto:ifb5)>; Julia Eisman <[juliaeisman](mailto:juliaeisman)>; Annie Lewis

<alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>  
>Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjy1>  
>Subject: IG Error Message  
>Hi Airton, Genelle, and Julia,  
>Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!  
>We hosted a Question and Answer session on our Instagram profile earlier this week using the Question sticker in Instagram stories. This was a two-hour event on our end, and during the last ~15 minutes, we were unable to go scroll back through questions that were submitted earlier in the event to our profile. We could only see a preview of the most recent questions that had been submitted by users. When attempting to view the full pane of questions users were asking we received the attached error message.  
>We did have multiple people logged into our profile (4 total) and were refreshing the question sticker, but needed to do so given the volume of user responses we were receiving. Any insight into how to trouble shoot this in the future would be helpful as we do want to be able to engage with users when hosting these sorts of events on our Instagram profile.  
>Thanks,  
>Kathleen Layton  
>From: Airton Tatoug Kamdem <airtonkamdem>  
>Sent: Tuesday, August 25, 2020 8:53 PM  
>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1>  
>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>  
>Subject: Re: CDC Ad Credits  
>Thanks Jay,  
>Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.  
>Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.  
>We'll follow up with more details here as needed, in the meantime feel free to push forward with media.  
>Thank you,  
>-Airton  
>From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5>  
>Date: Tuesday, August 25, 2020 at 4:46 PM  
>To: Airton Tatoug Kamdem <airtonkamdem>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1>  
>Cc: Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Itheme <payton>, Genelle Adrien <genelleadrien>, Sharon Yang <syang>  
>Subject: RE: CDC Ad Credits  
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limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.

>Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you include Hallie Averbach on the meeting invite when you send?

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>.

>Jay

>[cid:image002.jpg@01D68790.9D6FAB70]

>From: Airton Tatoug Kamdem <airtonkamdem>

>Sent: Tuesday, August 25, 2020 11:12 AM

>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1>

>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Iheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>Subject: CDC Ad Credits

>Hi CDC Team,

>Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) the new ad credit balance on the account should read \$529,207.42 as of today (8/25).

>When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found

here<[Page 3159](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A__gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D25F-2D5Fgcc01.safelinks.protection.outlook.com-2D25F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcouponterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ee34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DArcCWGU-2D2D252FqIOiHervSIUZhuyef6zflKNfpRHuX-2D2D252FYwKs-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253D5VD0RTtNlTh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0Qjlf4NxVguwoocqZRWoww-2D2526m-2D253DVkAlIQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRel0Uf4-2D2526s-2D253DjG3gwLX6pQppqiUvyuAV1qWRQOgNiavQ-2D5F5jaB-2D2DTPtxw-2D2526c-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DFzUy4jqLYDvuJdl(DHxyP0hKo6-2D252BkaZv5KW9PNlzB4q0-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253D5VD0RTtNlTh3ycd41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0Qjlf4NxVguwoocqZRWoww-2526m-253Dvlf-2Dbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbUNKk-2526s-253DweyaUQPvii-</a></p></div><div data-bbox=)

[2DwG3wkI4W598BGogGMePmb1SkFeExB4k-2526e-253D-26data-3D02-257C01-257CJacobymB-2540state.gov-257C6aab77fe0ad443a8bac608d7da6a729b-257C66cf50745afe48d1a691a12b2121f44b-257C0-257C0-257C637218023115941883-26sdata-3DCx2gY7LuQULe-252FqXJpa51MDm-252FYhsmph0lWbGy6-252FS7pg8-253D-26reserved-3D0%26d%3DDwMGaQ%26e%3D5VD0RTtNlTh3ycd41b3MUw%26r%3DuRjtmGmvB-6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww%26m%3DkyJd-EMoNN0dC6K7KGS2ZJsMeFf8enQmy4iecuFXFUo%26s%3DeA8BOZDSQD-gzEJoFgxcomc88a8vE7LuNjrrC-VNT44%26e%3D&data\\_02%7C01%7CJacobymB%40> & below\). We will complete transfer of remaining coupons. Please adjust the account spending limit to the new total by following the instructions here<<https://www.facebook.com/business/help/764293677236889?id=326963134374796>>.](https://www.facebook.com/business/help/764293677236889?id=326963134374796)

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3D0%26d%3DDwMGaQ%26c%3D5VD0RTtNlTh3ycd41b3MUw%26r%3DuRjtmGmvB-6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww%26m%3DkyId-EMoNN0dC6K7KGS2ZJsMcFf8cnQmy4iecuXFUo%26s%3DZGYGZKwE7xlc6f4ldr\_mSN13wdDNXWtxTu9b2rfYiJI%26e%3D&data\_02%7C01%7CJacobyBM%40st>), Facebook's Commercial Terms (available here<<a href="https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A\_\_gcc01.safelinks.protection.outlook.com\_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcommercial-2D2D5Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774726410-2D2D26sdata-2D2D3DKG0qjp610sqDqw-2D2D252BLG0molOwGU9sOjNx8Nqx9qmSfcn0-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253D5VD0RTtNlTh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2D2526m-2D253DVkAIJQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRel0Uf4-2D2526s-2D253DMh6F3iZLykblilikutre7lXOf1cD-2D2DWiDMvPIJAY612hk-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001331505-2D26sdata-2D3Dgm-2D252Bx8jjDqEYazWLEgeKyrvgCsOqwr-2D252BljNczPQRvHoNE-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253D5VD0RTtNlTh3ycd41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2526m-253Dvf-2Dbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbU

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Fri, 11 Sep 2020 20:41:43 +0000  
**To:** Facebook  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC); Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Video captions issue | Job: 1187761854939276  
**Attachments:** CDCPSAMarioGuini.es\_LA.srt, CDC PSA - Mario Guini (Clean).mp4

Sure- here are one set of files we're having this issue with.

Kathleen

**From:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Sent:** Friday, September 11, 2020 4:17 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** FW: Video captions issue | Job: 1187761854939276

Hi Kathleen,

To better review this issue, could you provide us with the following:

- Video and caption file to reproduce the issue on our end.

Thanks,

Erick

Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

>From: "Layton, Kathleen (CDC/OD/OADC)" <KYU6@cdc.gov>  
>Date: Thursday, September 10, 2020 at 12:55 PM  
>To: Genelle Adrien <genelleadrien@fb.com>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5@cdc.gov>, Julia Eisman <juliaeisman@fb.com>, Annie Lewis <alewis@fb.com>, Payton Iheme <payton@fb.com>, Sharon Yang <syang@fb.com>  
>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1@cdc.gov>  
>Subject: RE: IG Error Message  
>Hi Genelle,  
>Sure- we're trying to upload the attached caption file to the accompanying video. Any insight

would be helpful in troubleshooting this on our Spanish Facebook profile:

<https://facebook.com/cdcespanol>.

>Thank you for the insight on the sticker issue- I'll relay this info and keep this in mind for the future.

>Kathleen Layton

>From: Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>

>Sent: Wednesday, September 9, 2020 4:42 PM

>To: Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Julia Eisman <[juliacisman@fb.com](mailto:juliacisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>

>Cc: Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>

>Subject: Re: IG Error Message

>Hi Kathleen – Thank you for flagging these! We can have our technical look into the captions issue. Can you share the URL of the Page and of the video you're uploading to captions to?

>For the IG sticker issue, our team confirmed that the block was intended behavior. The block is temporary, but is triggered typically when an account is mass commenting, sending repetitive messages or following people too quickly. Unfortunately the guidance to avoid a block in the future is just to slow down on the action.

>That being said, we can take your use case/feedback to our product team for consideration for future updates to the sticker.

>Thank you!

>Genelle

>[signature\_1286985788]

>Genelle Quarles Adrien

>Politics & Government Outreach

>e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<<mailto:genelleadrien@fb.com>> | w:

[facebook.com/gpa](http://facebook.com/gpa)<<http://facebook.com/gpa>>

>From: "Layton, Kathleen (CDC/OD/OADC)" <[kyu6](mailto:kyu6)>

>Date: Wednesday, September 9, 2020 at 1:26 PM

>To: "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5](mailto:ifb5)>, Julia Eisman <[juliaeisman](mailto:juliaeisman)>, Annie Lewis <[alewis](mailto:alewis)>, Payton Itheme <[payton](mailto:payton)>, Genelle Adrien <[genelleadrien](mailto:genelleadrien)>, Sharon Yang <[syang](mailto:syang)>

>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <[cjy1](mailto:cjy1)>

>Subject: RE: IG Error Message

>Hi Airton, Genelle or Julia,

>I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot.

Appreciate any advice on how to avoid these issues in the future.

>Let me know if anyone has any questions- and many thanks, all!

>Kathleen Layton

>From: Layton, Kathleen (CDC/OD/OADC)

>Sent: Wednesday, August 26, 2020 4:43 PM

>To: Dempsey, Jay H. (CDC/OD/OADC) <[ifb5](mailto:ifb5)>; Julia Eisman <[juliaeisman](mailto:juliaeisman)>; Annie Lewis <[alewis](mailto:alewis)>; Payton Itheme <[payton](mailto:payton)>; Genelle Adrien <[genelleadrien](mailto:genelleadrien)>; Sharon Yang <[syang](mailto:syang)>

>Cc: Crawford, Carol Y. (CDC/OD/OADC) <[cjy1](mailto:cjy1)>

>Subject: IG Error Message

>Hi Airton, Genelle, and Julia,  
>Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!  
>We hosted a Question and Answer session on our Instagram profile earlier this week using the Question sticker in Instagram stories. This was a two-hour event on our end, and during the last ~15 minutes, we were unable to go scroll back through questions that were submitted earlier in the event to our profile. We could only see a preview of the most recent questions that had been submitted by users. When attempting to view the full pane of questions users were asking we received the attached error message.  
>We did have multiple people logged into our profile (4 total) and were refreshing the question sticker, but needed to do so given the volume of user responses we were receiving. Any insight into how to trouble shoot this in the future would be helpful as we do want to be able to engage with users when hosting these sorts of events on our Instagram profile.  
>Thanks,  
>Kathleen Layton  
>From: Airton Tatoug Kamdem <airtonkamdem>  
>Sent: Tuesday, August 25, 2020 8:53 PM  
>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>  
>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Iheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>  
>Subject: Re: CDC Ad Credits  
>Thanks Jay,  
>Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.  
>Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.  
>We'll follow up with more details here as needed, in the meantime feel free to push forward with media.  
>Thank you,  
>-Airton  
>From: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5>  
>Date: Tuesday, August 25, 2020 at 4:46 PM  
>To: Airton Tatoug Kamdem <airtonkamdem>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl>  
>Cc: Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Iheme <payton>, Genelle Adrien <genelleadrien>, Sharon Yang <syang>  
>Subject: RE: CDC Ad Credits  
>Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms & Conditions. However, I'm not seeing an option on our payment settings page to adjust the account spending limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.  
>Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you



include Hallie Averbach on the meeting invite when you send?

>Thanks & please let me know how I can resolve the issue around updating the account spending limit.

>.

>Jay

>[cid:image002.jpg@01D68790.9D6FAB70]

>From: Airton Tatoug Kamdem <airtonkamdem>

>Sent: Tuesday, August 25, 2020 11:12 AM

>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>

>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton IHEME <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>Subject: CDC Ad Credits

>Hi CDC Team,

>Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) – the new ad credit balance on the account should read \$529,207.42 as of today (8/25).

>When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found

here<[Page 3165](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D25F-2D25Fgcc01.safelinks.protection.outlook.com-2D25F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcouponterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687bc4b6cf00008d7d1cc34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DArcCWGL-2D2D252FqIOiHervSIUZhuyef6zflKNfPRHuX-2D2D252FYwKs-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253D5VD0RTtNlTh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0Qjlf4NxVguwoocqZRWoww-2D2526m-2D253DVkAlIjQqDIHRK2xTQWpVw8shgfrTOTTDZ96HRRel0Uf4-2D2526s-2D253DjG3gwLX6pQPpqUvyuAV1qWRQOGNiavQ-2D25F5jaB-2D2DTPtxw-2D2526c-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DFzUy4jqLYDvuJdltdIIxyP0hKo6-2D252BkaZv5KW9PNlzB4q0-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253D5VD0RTtNlTh3ycd41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0Qjlf4NxVguwoocqZRWoww-2526m-253Dvf-2Dbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbUNKk-2526s-253DweyaUQPvii-2DwG3wkI4W598BGogGMePmlb1SkFeExB4k-2526c-253D-26data-3D02-257C01-257CJacobyBM-2540state.gov-257C6aab77fc0ad443a8bac608d7da6a729b-257C66cf50745afe48d1a691a12b2121f44b-257C0-257C0-257C637218023115941883-26sdata-</a></p></div><div data-bbox=)

[3DCx2gY7LuQULe-252FqXJpa51MDm-252FYhsmph01WbGy6-252FS7pg8-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3D5VD0RTtNlTh3yed41b3MUw%26r%3DuRjtmGmvB-6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww%26m%3DkyJd-EMoNN0dC6K7KGS2ZJsMeFf8cnQmy4iecuXFUo%26s%3DeA8BOZDSQD-gzEJoFgxcomc88a8vE7LuNjrrC-VNT44%26e%3D&data=02%7C01%7CJacobyBM%40>](https://www.facebook.com/business/help/764293677236889?id=326963134374796) & below). We will complete transfer of remaining coupons. Please adjust the account spending limit to the new total by following the instructions [here<https://www.facebook.com/business/help/764293677236889?id=326963134374796>](https://www.facebook.com/business/help/764293677236889?id=326963134374796).

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> 1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the email or other notification sent to you with your Coupon details and by these terms and conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad Coupon Terms, then you must not use Coupons.

> 2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (available [https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A\\_gcc01.safelinks.protection.outlook.com\\_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DeDhNHrj0-2D2D252FCXO4Bzbt68GKDjy42Vbn-2D2D252FG4dbfy0O1W6Y-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253D5VD0RTtNlTh3yed41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2D2526m-2D253DVkAlJQqDIHRK2xTQWpVw8shgfRTOTIDZ96HRRel0Uf4-2D2526s-2D253DDQmRwSrTbYePjNanTYvTTQS7SmL.Ppl9SkGCWp2D7qHs-2D2526c-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DGSVvkQSZX1JrsDH6-2D252BbY6adUO-2D252FISZ.Xtm3u-2D252B1y-2D252F3kNr7u8-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253D5VD0RTtNlTh3yed41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2526m-253Dvf-2Dbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbUNKk-2526s-253DYqlLed-2DbIGmQjnL.B0s9-2DPKOWlmDtkiqQlVJDb6WluF8-2526c-253D-26data-3D02-257C01-257CJacobyBM-2540state.gov-257C6aab77fe0ad443a8bac608d7da6a729b-257C66cf50745afe48d1a691a12b2121f44b-257C0-257C0-257C637218023115951877-26sdata-3DEql-252FgC93f7bm81m0BNiFQaMalceLvoZZkCT4uMMJbws-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3D5VD0RTtNlTh3yed41b3MUw%26r%3DuRjtmGmvB-6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww%26m%3DkyJd-EMoNN0dC6K7KGS2ZJsMeFf8cnQmy4iecuXFUo%26s%3DZGYGZKwE7xlc6f4ldr\\_mSN1](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DeDhNHrj0-2D2D252FCXO4Bzbt68GKDjy42Vbn-2D2D252FG4dbfy0O1W6Y-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253D5VD0RTtNlTh3yed41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2D2526m-2D253DVkAlJQqDIHRK2xTQWpVw8shgfRTOTIDZ96HRRel0Uf4-2D2526s-2D253DDQmRwSrTbYePjNanTYvTTQS7SmL.Ppl9SkGCWp2D7qHs-2D2526c-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DGSVvkQSZX1JrsDH6-2D252BbY6adUO-2D252FISZ.Xtm3u-2D252B1y-2D252F3kNr7u8-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253D5VD0RTtNlTh3yed41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2526m-253Dvf-2Dbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbUNKk-2526s-253DYqlLed-2DbIGmQjnL.B0s9-2DPKOWlmDtkiqQlVJDb6WluF8-2526c-253D-26data-3D02-257C01-257CJacobyBM-2540state.gov-257C6aab77fe0ad443a8bac608d7da6a729b-257C66cf50745afe48d1a691a12b2121f44b-257C0-257C0-257C637218023115951877-26sdata-3DEql-252FgC93f7bm81m0BNiFQaMalceLvoZZkCT4uMMJbws-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3D5VD0RTtNlTh3yed41b3MUw%26r%3DuRjtmGmvB-6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww%26m%3DkyJd-EMoNN0dC6K7KGS2ZJsMeFf8cnQmy4iecuXFUo%26s%3DZGYGZKwE7xlc6f4ldr_mSN1)

3wdDNXWtxTu9b2rfYiJI%26e%3D&data\_02%7C01%7CJacobyBM%40st>), Facebook's Commercial Terms (available here<<a href="https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A\_\_gcc01.safelinks.protection.outlook.com\_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcommercial-2D2D5Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774726410-2D2D26sdata-2D2D3DKG0qjp610sqDqw-2D2D252BLG0molOwGU9sOjNx8Nqx9qmSfcn0-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526c-2D253D5VD0RTtNITh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2D2526m-2D253DVkAIJQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRel0Uf4-2D2526s-2D253DMh6F3iZLykbIlikutre7IXOf1cD-2D2DWiDMvPIJAy612hk-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001331505-2D26sdata-2D3Dgm-2D252Bx8jjDqEYazWLEgeKyrvgCsOqwr-2D252BljNczPQRvHoNE-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526c-253D5VD0RTtNITh3ycd41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2526m-253Dvf-2Dbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbU

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Fri, 11 Sep 2020 18:01:46 +0000  
**To:** Facebook  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem; Dempsey, Jay H. (CDC/OD/OADC); juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Video captions issue | Job: 1187761854939276

Hi Erick,

Sure- I hope these help! We see that the caption file is indeed uploaded/accepted, but the captions (cc button) does not show up on the post preview. (The file naming convention was followed for reference: es\_LA.) Let me know if you need any other info and thank you again!

**Edit Video**

Facebook video post preview interface. The video player shows a scene with several people. The interface includes a video player, a caption area, and a 'CC' button. The video player is currently blank, and the caption area is empty. The 'CC' button is visible in the bottom right corner of the video player area.

Closed Captions do not show up here on this draft post preview:



CDC en Español · Follow

QuéHacerAhora: Las conversaciones importan.

https://www.facebook.com/CDCenEspañol/videos/10158312040000000/



Kathleen

**From:** Facebook <case++aazq4y7t55wboe@support.facebook.com>

**Sent:** Thursday, September 10, 2020 5:40 PM

**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>

**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>

**Subject:** FW: Video captions issue | Job: 1187761854939276

Hi Kathleen,

Can you send a screenshot what you see on your end? This will help us with our investigation.

Thanks,

Erick

Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

>On Thu Sep 10, 2020 14:24:49, Layton, Kathleen (CDC/OD/OADC) wrote:  
>Hi Erick ,  
>Thanks for reaching out. There is not a URL to this post as we were unable to verify that the caption file was working once uploaded. We could see that the srt file uploaded successfully, but were not able to preview the captions on the video once scheduled. Any insight would be appreciated!  
>And, yes- fine to log in if needed. Thank you for your assistance!  
>Kathleen Layton  
>From: Facebook <casca--aazq4y7t55wboc@support.facebook.com>  
>Sent: Thursday, September 10, 2020 5:03 PM  
>To: Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
>Cc: genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
>Subject: FW: Video captions issue | Job: 1187761854939276  
>Hi Kathleen,  
>I'm Erick with Facebook Concierge Support, and I'll be helping with the issue that Gennelle has shared with me.  
>The reference ID for your issue is 1187761854939276.  
>I understand that you are trying to upload the attached caption file to the accompanying video.  
>May you please provide the URL of the video that is having this issue?  
>Also may we log into the account if necessary to reproduce this inquiry?  
>Please reach out at any time with your questions or concerns.  
>Thanks,  
>Erick  
>Facebook Concierge Support | To learn more about supporting your business with Facebook visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)<<http://facebook.com/gpa/COVID-19-Resources>>  
>>From: "Layton, Kathleen (CDC/OD/OADC)" <kyu6>  
>>Date: Thursday, September 10, 2020 at 12:55 PM  
>>To: Genelle Adrien <genelleadrien>, "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5>, Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Itheme <payton>, Sharon Yang <syang>  
>>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1>  
>>Subject: RE: IG Error Message  
>>Hi Genelle,  
>>Sure- we're trying to upload the attached caption file to the accompanying video. Any insight would be helpful in troubleshooting this on our Spanish Facebook profile:  
<https://facebook.com/edeespanol>.  
>>Thank you for the insight on the sticker issue- I'll relay this info and keep this in mind for the future.  
>>Kathleen Layton  
>>From: Genelle Adrien <genelleadrien>  
>>Sent: Wednesday, September 9, 2020 4:42 PM  
>>To: Layton, Kathleen (CDC/OD/OADC) <kyu6>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Sharon Yang <syang>

>>Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjy1>  
>>Subject: Re: IG Error Message  
>>Hi Kathleen Thank you for flagging these! We can have our technical look into the captions issue. Can you share the URL of the Page and of the video you're uploading to captions to?  
>>For the IG sticker issue, our team confirmed that the block was intended behavior. The block is temporary, but is triggered typically when an account is mass commenting, sending repetitive messages or following people too quickly. Unfortunately the guidance to avoid a block in the future is just to slow down on the action.  
>>That being said, we can take your use case/feedback to our product team for consideration for future updates to the sticker.  
>>Thank you!  
>>Genelle  
>>[signature\_1286985788]  
>>Genelle Quarles Adrien  
>>Politics & Government Outreach  
>>e: [gcnellcadrien@fb.com](mailto:gcnellcadrien@fb.com)<gcnellcadrien> | w: [facebook.com/gpa](http://facebook.com/gpa)<<http://facebook.com/gpa>><<http://facebook.com/gpa>>  
>>From: "Layton, Kathleen (CDC/OD/OADC)" <kyu6>  
>>Date: Wednesday, September 9, 2020 at 1:26 PM  
>>To: "Dempsey, Jay H. (CDC/OD/OADC)" <ifb5>, Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Iheme <payton>, Genelle Adrien <genelleadrien>, Sharon Yang <syang>  
>>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <cjy1>  
>>Subject: RE: IG Error Message  
>>Hi Airton, Genelle or Julia,  
>>I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot. Appreciate any advice on how to avoid these issues in the future.  
>>Let me know if anyone has any questions- and many thanks, all!  
>>Kathleen Layton  
>>From: Layton, Kathleen (CDC/OD/OADC)  
>>Sent: Wednesday, August 26, 2020 4:43 PM  
>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Iheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>  
>>Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjy1>  
>>Subject: IG Error Message  
>>Hi Airton, Genelle, and Julia,  
>>Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!  
>>We hosted a Question and Answer session on our Instagram profile earlier this week using the Question sticker in Instagram stories. This was a two-hour event on our end, and during the last ~15 minutes, we were unable to go scroll back through questions that were submitted earlier in the event to our profile. We could only see a preview of the most recent questions that had been submitted by users. When attempting to view the full pane of questions users were asking we received the attached error message.

>>We did have multiple people logged into our profile (4 total) and were refreshing the question sticker, but needed to do so given the volume of user responses we were receiving. Any insight into how to trouble shoot this in the future would be helpful as we do want to be able to engage with users when hosting these sorts of events on our Instagram profile.

>>Thanks,

>>Kathleen Layton

>>From: Airton Tatoug Kamdem <airtonkamdem>

>>Sent: Tuesday, August 25, 2020 8:53 PM

>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>

>>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>>Subject: Re: CDC Ad Credits

>>Thanks Jay,

>>Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

>>Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

>>We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

>>Thank you,

>>-Airton

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

>>Date: Tuesday, August 25, 2020 at 4:46 PM

>>To: Airton Tatoug Kamdem <airtonkamdem>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl>

>>Cc: Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton Itheme <payton>, Genelle Adrien <genelleadrien>, Sharon Yang <syang>

>>Subject: RE: CDC Ad Credits

>>Hi Airton- Thanks for this update! Confirming receipt of the updated ad credit amount in our "COVID-19 2" ad account (3681192045240708) as well as the Ad Credit Terms & Conditions. However, I'm not seeing an option on our payment settings page to adjust the account spending limit to the new total. Please see my screen cap below. I did see the option when I logged into a different ad account; just not seeing it for this one.

>>Also, looking forward discussing ad campaign metrics with you tomorrow afternoon. Can you include Hallie Averbach on the meeting invite when you send?

>>Thanks & please let me know how I can resolve the issue around updating the account spending limit.

>>.

>>Jay

>>[cid:image002.jpg@01D68790.9D6FAB70]

>>From: Airton Tatoug Kamdem <airtonkamdem>

>>Sent: Tuesday, August 25, 2020 11:12 AM

>>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>



>>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Itheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>>Subject: CDC Ad Credits

>>Hi CDC Team,

>>Hope all is well, our team just transferred the first \$300K in ad credits to your new ad account (ID#:3681192045240708) the new ad credit balance on the account should read \$529,207.42 as of today (8/25).

>>When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found

here<[below\). We will complete transfer of remaining coupons. Please adjust the account spending limit to the new total by following the instructions here<\[https://www.facebook.com/business/help/764293677236889?id\\\_326963134374796\]\(https://www.facebook.com/business/help/764293677236889?id\_326963134374796\)>.](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcouponterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DAreCWGU-2D2D252FqIOiHervSIUzhuaycF6zflKNfpRIHuX-2D2D252FYwKs-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-2D253D5VD0RTiNITh3yed41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0QjI4NxVguwoocqZRWoww-2D2526m-2D253DVkAIJQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRel0Uf4-2D2526s-2D253DjG3gwLX6pQPpqUvyuAV1qWRQOgNiavQ-2D5F5jaB-2D2D1Ptxw-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DFzUy4jqLYDvuJdlUDHxyP0hKo6-2D252BkaZv5KW9PNlzB4q0-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526e-253D5VD0RTiNITh3yed41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0QjI4NxVguwoocqZRWoww-2526m-253Dvlf-2Ddbu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbUNKk-2526s-253DweyaUQPvii-2DwG3wkI4W598BGogGMePmlb1SkFeExB4k-2526e-253D-26data-3D02-257C01-257CJacobyBM-2540state.gov-257C6aab77fe0ad443a8bac608d7da6a729b-257C66cf50745afe48d1a691a12b2121f44b-257C0-257C0-257C637218023115941883-26sdata-3DCx2gY7LuQULe-252FqXJpa51MDm-252FYhsmph0lWbGy6-252FS7pg8-253D-26reserved-3D0%26d%3DDwMGaQ%26e%3D5VD0RTiNITh3yed41b3MUw%26r%3DuRjtmGmvB-6UYueRNeiwAh0QjI4NxVguwoocqZRWoww%26m%3DkyId-EMoNN0dC6K7KGS2ZJsMeFf8cnQmy4iecuFXFUo%26s%3DeA8BOZDSQD-gzEJoFgxcomc88a8vE7LuNjrrC-VNT44%26e%3D&data_02%7C01%7CJacobyBM%40> &</p></div><div data-bbox=)

>>Ad Credit Coupon Terms and Conditions

>> 1. By redeeming an ad credit coupon ("Coupon") you agree to be bound by the terms in the

email or other notification sent to you with your Coupon details and by these terms and conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad Coupon Terms, then you must not use Coupons.

>> 2. The issuance and use of Coupons is also subject to all applicable Facebook policies and procedures, including, but not limited to, Facebook’s Terms of Service (available [Page 3174](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ee34da-2D2D257C66ef50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DcDhNIrjj0-2D2D252FCXO4Bzzt68GkDjy42Vbn-2D2D252FG4dbfy0O1W6Y-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-2D253D5VD0RTINITh3yed41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0QjI4NxVguwoocqZRWoww-2D2526m-2D253DVkAIJQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRel0Uf4-2D2526s-2D253DDQmRwsRTbYePjNanIYvI”IQS7SmLPp19SkGCWp2D7qHs-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66ef50745afe48d1a691a12b2121f44b-2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DGSVvkQSZX1JrsDH6-2D</a></p></div><div data-bbox=)

**From:** Layton, Kathleen (CDC/OD/OADC)  
**Sent:** Thu, 10 Sep 2020 21:24:45 +0000  
**To:** Facebook  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem; Dempsey, Jay H. (CDC/OD/OADC); juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** RE: Video captions issue | Job: 1187761854939276

Hi Erick ,

Thanks for reaching out. There is not a URL to this post as we were unable to verify that the caption file was working once uploaded. We could see that the srt file uploaded successfully, but were not able to preview the captions on the video once scheduled. Any insight would be appreciated!

And, yes- fine to log in if needed. Thank you for your assistance!

Kathleen Layton

**From:** Facebook <case++aazq4y7t55wboe@support.facebook.com>  
**Sent:** Thursday, September 10, 2020 5:03 PM  
**To:** Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>  
**Cc:** genelleadrien@fb.com; Airton Tatoug Kamdem <airtonkamdem@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; juliaeisman@fb.com; alewis@fb.com; payton@fb.com; syang@fb.com; Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Subject:** FW: Video captions issue | Job: 1187761854939276

Hi Kathleen,

I'm Erick with Facebook Concierge Support, and I'll be helping with the issue that Gennelle has shared with me.

The reference ID for your issue is 1187761854939276.

I understand that you are trying to upload the attached caption file to the accompanying video.

May you please provide the URL of the video that is having this issue?

Also may we log into the account if necessary to reproduce this inquiry?

Please reach out at any time with your questions or concerns.

Thanks,

Erick

Facebook Concierge Support | To learn more about supporting your business with Facebook

visit: <https://www.facebook.com/gpa> and [facebook.com/gpa/COVID-19-Resources](https://www.facebook.com/gpa/COVID-19-Resources)

>From: "Layton, Kathleen (CDC/OD/OADC)" <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>  
>Date: Thursday, September 10, 2020 at 12:55 PM  
>To: Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>, "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>, Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>, Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>, Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>, Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
>Subject: RE: IG Error Message  
>Hi Genelle,

>Sure- we're trying to upload the attached caption file to the accompanying video. Any insight would be helpful in troubleshooting this on our Spanish Facebook profile:

<https://facebook.com/edcespanol>.

>Thank you for the insight on the sticker issue- I'll relay this info and keep this in mind for the future.

>Kathleen Layton

>From: Genelle Adrien <[genelleadrien@fb.com](mailto:genelleadrien@fb.com)>  
>Sent: Wednesday, September 9, 2020 4:42 PM  
>To: Layton, Kathleen (CDC/OD/OADC) <[KYU6@cdc.gov](mailto:KYU6@cdc.gov)>; Dempsey, Jay H. (CDC/OD/OADC) <[ifb5@cdc.gov](mailto:ifb5@cdc.gov)>; Julia Eisman <[juliaeisman@fb.com](mailto:juliaeisman@fb.com)>; Annie Lewis <[alewis@fb.com](mailto:alewis@fb.com)>; Payton Itheme <[payton@fb.com](mailto:payton@fb.com)>; Sharon Yang <[syang@fb.com](mailto:syang@fb.com)>  
>Cc: Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
>Subject: Re: IG Error Message

>Hi Kathleen – Thank you for flagging these! We can have our technical look into the captions issue. Can you share the URL of the Page and of the video you're uploading to captions to?

>For the IG sticker issue, our team confirmed that the block was intended behavior. The block is temporary, but is triggered typically when an account is mass commenting, sending repetitive messages or following people too quickly. Unfortunately the guidance to avoid a block in the future is just to slow down on the action.

>That being said, we can take your use case/feedback to our product team for consideration for future updates to the sticker.

>Thank you!

>Genelle

>[signature\_1286985788]

>Genelle Quarles Adrien

>Politics & Government Outreach

>e: [genelleadrien@fb.com](mailto:genelleadrien@fb.com)<<mailto:genelleadrien@fb.com>> | w: [facebook.com/gpa](https://facebook.com/gpa)<<http://facebook.com/gpa>>

>From: "Layton, Kathleen (CDC/OD/OADC)" <[kyu6](mailto:kyu6)>

>Date: Wednesday, September 9, 2020 at 1:26 PM

>To: "Dempsey, Jay H. (CDC/OD/OADC)" <[ifb5](mailto:ifb5)>, Julia Eisman <[juliaeisman](mailto:juliaeisman)>, Annie Lewis <[alewis](mailto:alewis)>, Payton Itheme <[payton](mailto:payton)>, Genelle Adrien <[genelleadrien](mailto:genelleadrien)>, Sharon Yang <[syang](mailto:syang)>

>Cc: "Crawford, Carol Y. (CDC/OD/OADC)" <[cjyl](mailto:cjyl)>

>Subject: RE: IG Error Message

>Hi Airton, Genelle or Julia,

>I saw that our meeting for today was cancelled and wanted to follow up on two support questions (first below, second attached). I'm opening both of these up to the wider group in case someone is able to triage these to the right person or provide insight on how to troubleshoot. Appreciate any advice on how to avoid these issues in the future.

>Let me know if anyone has any questions- and many thanks, all!

>Kathleen Layton

>From: Layton, Kathleen (CDC/OD/OADC)

>Sent: Wednesday, August 26, 2020 4:43 PM

>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Iheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>Cc: Crawford, Carol Y. (CDC/OD/OADC) <cjyl>

>Subject: IG Error Message

>Hi Airton, Genelle, and Julia,

>Thanks for chatting with us today. I'm including some background for the Instagram error that I mentioned on today's call below and a screenshot of the pop up attached. Appreciate you all being willing to look into this!

>We hosted a Question and Answer session on our Instagram profile earlier this week using the Question sticker in Instagram stories. This was a two-hour event on our end, and during the last ~15 minutes, we were unable to go scroll back through questions that were submitted earlier in the event to our profile. We could only see a preview of the most recent questions that had been submitted by users. When attempting to view the full pane of questions users were asking we received the attached error message.

>We did have multiple people logged into our profile (4 total) and were refreshing the question sticker, but needed to do so given the volume of user responses we were receiving. Any insight into how to trouble shoot this in the future would be helpful as we do want to be able to engage with users when hosting these sorts of events on our Instagram profile.

>Thanks,

>Kathleen Layton

>From: Airton Tatoug Kamdem <airtonkamdem>

>Sent: Tuesday, August 25, 2020 8:53 PM

>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>

>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton Iheme <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>

>Subject: Re: CDC Ad Credits

>Thanks Jay,

>Looking forward to connecting as well, just forwarded the invite to Hallie. We'll go ahead and transfer the remaining coupons.

>Thanks for flagging the payment settings piece on your end, this is likely just because you don't technically have a backup payment method on file for this ad account, as we worked it out for the transition.

>We'll follow up with more details here as needed, in the meantime feel free to push forward with media.

>Thank you,

>-Airton

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

>Date: Tuesday, August 25, 2020 at 4:46 PM  
>To: Airton Tatoug Kamdem <airtonkamdem>, "Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR)" <qck9>, "Crawford, Carol Y. (CDC/OD/OADC)" <cjyl>  
>Cc: Julia Eisman <juliaeisman>, Annie Lewis <alewis>, Payton IHEME <payton>, Genelle Adrien <genelleadrien>, Sharon Yang <syang>  
>Subject: RE: CDC Ad Credits  
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>  
>Jay  
>[cid:image002.jpg@01D68790.9D6FAB70]  
>From: Airton Tatoug Kamdem <airtonkamdem>  
>Sent: Tuesday, August 25, 2020 11:12 AM  
>To: Dempsey, Jay H. (CDC/OD/OADC) <ifb5>; Averbach, Hallie (CDC/DDID/NCIRD/OD) (CTR) <qck9>; Crawford, Carol Y. (CDC/OD/OADC) <cjyl>  
>Cc: Julia Eisman <juliaeisman>; Annie Lewis <alewis>; Payton IHEME <payton>; Genelle Adrien <genelleadrien>; Sharon Yang <syang>  
>Subject: CDC Ad Credits  
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>When you can, please confirm this balance on your end as well as receipt of our Ad Credit Terms & Conditions (found [here<https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A\\_gcc01.safelinks.protection.outlook.com\\_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcouponterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobymB-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DArcCWGL-2D2D252FqIOiHervSlUzhuaycF6zfLKNfpRHuX-2D2D252FYwKs-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-2D253D5VD0RtINTh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0QjI4NxVguwoocqZRWoww-2D2526m-](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcouponterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobymB-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DArcCWGL-2D2D252FqIOiHervSlUzhuaycF6zfLKNfpRHuX-2D2D252FYwKs-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-2D253D5VD0RtINTh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0QjI4NxVguwoocqZRWoww-2D2526m-))

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EMoNN0dC6K7KGS2ZJsMeFf8cnQmy4iecuFXFUo%26s%3DeA8BOZDSQD-  
gzEJoFgxcome88a8vE7LuNjrrC-VNT44%26e%3D&data\_02%7C01%7CJacobyBM%40> &  
below). We will complete transfer of remaining coupons. Please adjust the account spending  
limit to the new total by following the instructions  
here<<https://www.facebook.com/business/help/764293677236889?id=326963134374796>>.  
>Ad Credit Coupon Terms and Conditions  
> 1. By redeeming an ad credit coupon (“Coupon”) you agree to be bound by the terms in the  
email or other notification sent to you with your Coupon details and by these terms and  
conditions (together the “Ad Coupon Terms”). If you do not agree to any aspect of the Ad  
Coupon Terms, then you must not use Coupons.  
> 2. The issuance and use of Coupons is also subject to all applicable Facebook policies and  
procedures, including, but not limited to, Facebook’s Terms of Service (available  
here<[Page 3179](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv%2Furl%3Fu%3Dhttps-3A_gcc01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774716460-2D2D26sdata-2D2D3DcdhNHrj0-2D2D252FCXO4Bzbt68GKDjy42Vbn-2D2D252FG4dbfy00fW6Y-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-2D253D5VD0RTtNlTh3yed41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0QjI4NxVguwoocqZRWoww-2D2526m-2D253DVkAIJQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRcl0Uf4-2D2526s-2D253DDQmRwSrTbYePjNanTYvTTQS7SmLPp19SkGCWp2D7qIIs-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyBM-2D2540state.gov-2D257C7ac658a3ac724a00902f08d7d281f84d-2D257C66cf50745afe48d1a691a12b2121f44b-</a></p></div><div data-bbox=)

2D257C0-2D257C0-2D257C637209328001321550-2D26sdata-2D3DGSVkJQSZX1JrsDH6-2D252BbY6adUO-2D252FISZXIm3u-2D252B1y-2D252F3kNr7u8-2D253D-2D26reserved-2D3D0-2526d-253DDwMGaQ-2526e-253D5VD0RTtNlTh3ycd41b3MUw-2526r-253DuRjtmGmvB-2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2526m-253Dvlf-2Dhu2P7ur89iqAdSBd2F3jm7ITEM-5FkwPwFvQMbUNKk-2526s-253DYqllEd-2DbIGmQjnLB0s9-2DPKOwlmDikiqQlVJD6WluF8-2526e-253D-26data-3D02-257C01-257CJacobyBM-2540state.gov-257C6aab77fc0ad443a8bac608d7da6a729b-257C66cf50745afe48d1a691a12b2121f44b-257C0-257C0-257C637218023115951877-26sdata-3DFqI-252FgC93f7bm81m0BNiFQaMaJceLvoZzkCT4uMMJbws-253D-26reserved-3D0%26d%3DDwMGaQ%26e%3D5VD0RTtNlTh3ycd41b3MUw%26r%3DuRjtmGmvB-6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww%26m%3DkyJd-EMoNN0dC6K7KGS2ZJsMeFf8cnQmy4iecuFXFUo%26s%3DZGYGZKwE7xlc6f4Idr\_mSN13wdDNXWtxTu9b2rfYiJI%26e%3D&data\_02%7C01%7CJacobyBM%40st>), Facebook's Commercial Terms (available here<<a href="https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A\_\_gcc01.safelinks.protection.outlook.com\_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fgcc01.safelinks.protection.outlook.com-5F-2D3Furl-2D3Dhttps-2D253A-2D252F-2D252Furldefense.proofpoint.com-2D252Fv2-2D252Furl-2D253Fu-2D253Dhttps-2D2D3A-2D5F-2D5Fgcc01.safelinks.protection.outlook.com-2D5F-2D2D3Furl-2D2D3Dhttps-2D2D253A-2D2D252F-2D2D252Fwww.facebook.com-2D2D252Flegal-2D2D252Fcommercial-2D2D5Fterms-2D2D26data-2D2D3D02-2D2D257C01-2D2D257CJacobyBM-2D2D2540state.gov-2D2D257C825635a687be4b6ef00008d7d1ec34da-2D2D257C66cf50745afe48d1a691a12b2121f44b-2D2D257C0-2D2D257C0-2D2D257C637208684774726410-2D2D26sdata-2D2D3DKG0qjp610sqDqw-2D2D252BLG0molOwGU9sOjNx8Nqx9qmSfcn0-2D2D253D-2D2D26reserved-2D2D3D0-2D2526d-2D253DDwMGaQ-2D2526e-2D253D5VD0RTtNlTh3ycd41b3MUw-2D2526r-2D253DuRjtmGmvB-2D2D6UYueRNeiwAh0Qjf4NxVguwoocqZRWoww-2D2526m-2D253DVkAIJQqDIHRK2xTQWpVw8shgfRTOTTDZ96HRRel0Uf4-2D2526s-2D253DMh6F3iZLYkblilikutre7IXOf1cD-2D2DWiDMvPIJAY612hk-2D2526e-2D253D-2D26data-2D3D02-2D257C01-2D257CJacobyB



**From:** Stanley Onyimba  
**Sent:** Mon, 16 Mar 2020 18:24:25 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC);Smith, Fred (CDC/OD/OADC)  
**Cc:** Malik Ducard;Jan Antonaros  
**Subject:** Re: YouTube Ad Inventory Offer  
**Attachments:** [US CDC] YT Unsold Inventory Offer to Agency Letter.docx

–Smith, Fred (CDC/OD/OADC) as FYI

Hi Carol,

Just wanted to check in and make sure you were able to open the attached gift letter (Title: [US CDC] YT Unsold Inventory Offer to Agency Letter). I've attached a Word copy here just in case.

Please print the attached gift letter on your organization's letterhead and have your ethics official (or individual responsible for advising on ethics) sign, scan, and send back to me at your earliest convenience.

Thanks,  
Stanley

On Sat, Mar 14, 2020 at 7:19 PM Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)> wrote:  
Hi Carol,

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- All videos should be uploaded to your official YouTube channel.
- All videos should have sound and/or voiceover and can be any length.
- If you do not have videos readily available:
  - YouTube may help create 6 and [15 second video ads](#) using information and assets from your previously approved information panel.
- You may complete [this form](#) to submit any videos or requests for video creation.
- After you submit the form, YouTube will manage the campaign on your behalf.

For YouTube support and if you have any questions, please reach out to [covid-19-promo-support@google.com](mailto:covid-19-promo-support@google.com).

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2. Please use this **form** for the YouTube ad inventory offer. You may submit as many videos as you would like via this form.

Thanks,  
Stanley

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

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Stanley Onyimba | Global Product Partnerships | [sonyimba@google.com](mailto:sonyimba@google.com)

[INSTITUTION LETTERHEAD]

As [TITLE] at [INSTITUTION], I am responsible for advising this institution on ethics and compliance matters. Google LLC is offering to provide YouTube promotional inventory for up to three (3) months.

In the future, Google LLC may offer additional products or services to [INSTITUTION] to support advertising related to COVID-19. Google will communicate any such offerings in one or more emails that reference this letter, and I will have the option to approve and accept any such products or services via email on the same terms as in this letter.

Google LLC will provide the offerings described above to [INSTITUTION] for advertising related to COVID-19 only and not as a gift to any individual government official.

I understand that Google LLC may be a vendor and/or lobbyist employer and that Google LLC's employees may be registered lobbyists. My institution can accept this under applicable laws, and providing the promotional inventory will not prevent Google LLC or its affiliates from supplying products or services to [INSTITUTION] in the future.

Ethics Official Name: \_\_\_\_\_

Ethics Official Title: \_\_\_\_\_

Ethics Official Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**From:** Stanley Onyimba  
**Sent:** Fri, 20 Mar 2020 16:51:18 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Subject:** Re: YouTube Ad Inventory Offer

You can add videos periodically through the form

On Fri, Mar 20, 2020, 4:49 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Quick question – can we enter videos periodically for consideration or is this all at once kind of thing?

Thanks.

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, March 20, 2020 3:32 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>  
**Cc:** Johanna Shelton <[jshelton@google.com](mailto:jshelton@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
**Subject:** Re: YouTube Ad Inventory Offer

You're the best! Thanks so much and look forward to receiving the videos.

On Fri, Mar 20, 2020, 12:27 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

I got the form approved. We will get some video's submitted quickly!

On Mon, Mar 16, 2020, 6:42 PM Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)> wrote:

Thank you for resending. I totally missed this. I will get on it. Looks great. Thank you!!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, March 16, 2020 9:24:25 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjyl@cdc.gov](mailto:cjyl@cdc.gov)>; Smith, Fred (CDC/OD/OADC)

<cvp9@cdc.gov>

Cc: Malik Ducard <mducard@google.com>; Jan Antonaros <jantonaros@google.com>

**Subject:** Re: YouTube Ad Inventory Offer

-Smith, Fred (CDC/OD/OADC) as FYI

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Stanley

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Hi Carol,

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Stanley

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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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Stanley Onyimba	Global Product Partnerships	<a href="mailto:sonyimba@google.com">sonyimba@google.com</a>
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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 20 Mar 2020 19:34:04 +0000  
**To:** Stanley Onyimba  
**Cc:** Johanna Shelton; Jan Antonaros  
**Subject:** RE: YouTube Ad Inventory Offer

No you're the best!!

We do appreciate it very much!

**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Friday, March 20, 2020 3:32 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>  
**Cc:** Johanna Shelton <[jshelton@google.com](mailto:jshelton@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
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**From:** Stanley Onyimba <[sonyimba@google.com](mailto:sonyimba@google.com)>  
**Sent:** Monday, March 16, 2020 9:24:25 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <[cjy1@cdc.gov](mailto:cjy1@cdc.gov)>; Smith, Fred (CDC/OD/OADC) <[evp9@cdc.gov](mailto:evp9@cdc.gov)>  
**Cc:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
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+[Smith, Fred \(CDC/OD/OADC\)](mailto:Smith, Fred (CDC/OD/OADC) as FYI) as FYI

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**From:** Crawford, Carol Y. (CDC/OD/OADC)  
**Sent:** Fri, 20 Mar 2020 19:27:13 +0000  
**To:** Stanley Onyimba  
**Cc:** Johanna Shelton;Jan Antonaros  
**Subject:** RE: YouTube Ad Inventory Offer  
**Attachments:** [Untitled].pdf

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**Cc:** Malik Ducard <[mducard@google.com](mailto:mducard@google.com)>; Jan Antonaros <[jantonaros@google.com](mailto:jantonaros@google.com)>  
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Stanley Onyimba	Global Product Partnerships	sonyimba@google.com
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As Chief Operating Officer and Chief Strategy Officer at the Centers for Disease Control and Prevention (CDC), I am responsible for accepting the gift provided by Google LLC to the agency pursuant to Section 231 of the Public Health Service Act [42 U.S.C. Section 238], as amended. Google LLC is offering to provide YouTube promotional inventory with an estimated value of \$0 to CDC for use in the agency's COVID-19 response efforts.

I understand that Google LLC may be a vendor and/or lobbyist employer and that Google LLC's employees may be registered lobbyists. Providing the gift will not prevent Google LLC or its affiliates from supplying products or services to CDC in the future; CDC, however, is under no obligation to accept future services from Google LLC or its affiliates.

**CDC Signatory:** Sherri A. Berger, MSPH

**CDC Signatory Title:** Chief Operating Officer and Chief Strategy Officer

**CDC Signatory Signature:** \_\_\_\_\_ 

**Date Signed:** 03/20/2020

**From:** Stanley Onyimba  
**Sent:** Thu, 19 Mar 2020 15:00:50 -0700  
**To:** Crawford, Carol Y. (CDC/OD/OADC)  
**Cc:** Johanna Shelton; Jan Antonaros  
**Subject:** Re: YouTube Ad Inventory Offer

Hi Carol,

Good news, our legal team is comfortable with the proposed edits! Feel free to have the right poc at the CDC sign the latest version and we should be good to go. Thanks for your patience and help here.

Best,  
Stanley

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  - You may submit any type of video for promotion, including but not limited to: public service announcements (e.g., [how to protect yourself against COVID-19](#)), informational videos (e.g., [how to wash your hands](#)), weekly videos with the latest local information in order for users to stay informed and healthy. We'll support as many videos as possible but can't guarantee all will be run.
  - All videos should be uploaded to your official YouTube channel.
  - All videos should have sound and/or voiceover and can be any length.
- If you do not have videos readily available:
  - YouTube may help create 6 and

15 second video ads using information and assets from your previously approved information panel.

- You may complete this form to submit any videos or requests for video creation.
- After you submit the form, YouTube will manage the campaign on your behalf.

For YouTube support and if you have any questions, please reach out to [covid-19-promo-support@google.com](mailto:covid-19-promo-support@google.com).

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