

From: Crawford, Carol Y. (CDC/OD/OADC)
Sent: Fri, 7 Feb 2020 17:29:12 +0000
To: Payton Itheme; Dempsey, Jay H. (CDC/OD/OADC)
Subject: RE: FB Coordination

Got it!

From: Payton Itheme <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 Itheme <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 Itheme <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 Itheme <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> 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>
Sent: Friday, February 7, 2020 11:14 AM
To: Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>
Cc: Dempsey, Jay H. (CDC/OD/OADC) <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> 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>

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

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> 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>
Sent: Thursday, February 6, 2020 7:51 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

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> 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
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:

<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 Ithema <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 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/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>

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> wrote:

Lets stick with 9:30 and make it easy.

I'll send an appt.

From: Payton Itheme <payton@fb.com>
Sent: Monday, February 3, 2020 5:12 PM
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

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> 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>
Sent: Monday, February 3, 2020 5:07 PM
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

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> 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
Cell: 678-920-0578

From: Payton Itheme <payton@fb.com>
Sent: Monday, February 3, 2020 3:25 PM
To: Williams, Ian (CDC/DDID/NCEZID/DFWED) <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>
Date: Tuesday, January 28, 2020 at 9:47 AM
To: "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <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> wrote:

Trying to call now..

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

From: Payton Itheme <payton@fb.com>
Sent: Monday, January 27, 2020 1:03:51 PM
To: Williams, Ian (CDC/DDID/NCEZID/DFWED) <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>

Date: Monday, January 27, 2020 at 12:14 PM

To: "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <iaw3@cdc.gov>

Cc: Laura McGorman <lmcgorman@fb.com>, Alex Pompe <alexpompe@fb.com>, Emily Turner <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> 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>; Laura McGorman <lmcgorman@fb.com>; Alex Pompe <alexpompe@fb.com>; Emily Turner <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>

Sent: Monday, January 27, 2020 10:09 AM

To: Laura McGorman <lmcgorman@fb.com>; Alex Pompe <alexpompe@fb.com>; Emily Turner <Emily.Turner@gatesfoundation.org>; Williams, Ian (CDC/DDID/NCEZID/DFWED) <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> 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>
Sent: Monday, January 27, 2020 9:03 AM
To: Williams, Ian (CDC/DDID/NCEZID/DFWED) <iaw3@cdc.gov>; Emily Turner <Emily.Turner@gatesfoundation.org>; Alex Pompe <alexpompe@fb.com>
Cc: Payton Ihome <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>
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>

Sent: Sunday, January 26, 2020 8:33 PM

To: Williams, Ian (CDC/DDID/NCEZID/DFWED) <iaw3@cdc.gov>; Alex Pompe <alexpompe@fb.com>;

Laura McGorman <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



V +1.206.770.1622

E emily.turner@gatesfoundation.org

Bill & Melinda Gates Foundation

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

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>
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> wrote:

Lets stick with 9:30 and make it easy.

I'll send an appt.

From: Payton Itheme <payton@fb.com>
Sent: Monday, February 3, 2020 5:12 PM
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

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> 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>
Sent: Monday, February 3, 2020 5:07 PM
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

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> 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
Cell: 678-920-0578

From: Payton Itheme <payton@fb.com>
Sent: Monday, February 3, 2020 3:25 PM
To: Williams, Ian (CDC/DDID/NCEZID/DFWED) <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>
Date: Tuesday, January 28, 2020 at 9:47 AM
To: "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <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> wrote:

Trying to call now..

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

From: Payton Itheme <payton@fb.com>
Sent: Monday, January 27, 2020 1:03:51 PM
To: Williams, Ian (CDC/DDID/NCEZID/DFWED) <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>
Date: Monday, January 27, 2020 at 12:14 PM
To: "Williams, Ian (CDC/DDID/NCEZID/DFWED)" <iaw3@cdc.gov>
Cc: Laura McGorman <lmcgorman@fb.com>, Alex Pompe <alexpompe@fb.com>, Emily Turner <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> wrote:

Think I can make it at 1pm. You have a call in #? Sorry, things are very much ramping up here..