



## Become a Founding Member Today

### What is the COVID-19 Community Corps?

The COVID-19 Community Corps is a program through the U.S. Department of Health and Human Services and Centers for Disease Control and Prevention to share science-based information directly with community organizations and Americans across the country to empower them to deliver messages in the fight against COVID-19 and share the importance of vaccinations in their community.

### The mission of Community Corps

COVID-19 Community Corps will be an effort to galvanize trusted messengers in local communities to encourage people to get vaccinated. The program will provide toolkits and resources for Community Corps members to organize within their networks, communities, and more to help build vaccine confidence throughout the country. Community Corps members will receive weekly updates on the latest scientific and medical updates, FAQs about the vaccine, social media suggestions, infographics, factsheets with timely, accurate information, and tools on ways to help people get registered and vaccinated.

### What are Community Corps members asked to do

- Become an official member of the COVID-19 Community Corps
- Participate in Share the Mic virtual events: This will include using your social platform to uplift vaccine confidence with health workers like doctors, nurses, pediatricians, and more. There will be more official guidance on the program to come in the next few weeks.
- Collaborate and distribute Community Corps and We Can Do This Campaign content to your networks. We will provide weekly emails with information and toolkits.
- In the second wave of the program (May) develop and host events to sponsor/administer vaccines. In addition, participate in virtual events such as townhalls, panels, concerts, etc. More detail to come.

*We ask you commit to all asks but understand if you would like to sign on as just a community corps member.*

### Why is it important you join us?

We are at a pivotal point in the pandemic -- getting Americans vaccinated as quickly as possible is the path out of this crisis. But to be successful, people must be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of people across the country hearing from local voices and trusted messengers on the safety and efficacy of COVID-19 vaccinations. That's why the Biden-Harris Administration and Department of Health and Human Services is working to partner with trusted messengers like you to launch the COVID-19 Community Corps.

### Next Steps

We would be honored to have **you** become a founding member of the COVID19 Community Corps. Please respond to the email your confirmation in being a member of our trusted messenger program.

Thank you all and we look forward to working with you.



## COVID19 Community Corps Pitch

### The Pitch Steps

When giving the pitch for the launch we surround it with three main asks:

1. Become a Community Corps Member
  - a. Community Corps will be a program through the U.S. Department of Health and Human Services and Centers for Disease Control and Prevention to share science-based information directly with community organizations and Americans across the country to empower them to deliver messages in the fight against COVID-19 and share the importance of vaccinations in their community. We believe that your team could help be the effective trusted messenger we need to get all Americans vaccinated. By becoming a community corps member, you are showing that you believe in the efforts of getting everyone vaccinated. As a member, you will receive social media toolkits, fact sheets on vaccines, and other tools needed to be fully knowledgeable on vaccination efforts.
2. Distribute Content
  - a. We ask that outside of being a community corps member that is receiving this information that you distribute it to your network. We need to send out this information to as many people as we possibly can. We will work with you and your teams to ensure we provide the proper toolkits that are applicable/needed to your specific network.
3. Participate in Share the Mic Campaign
  - a. The idea behind our share the mic campaign is where we want to use your social media platform and have a health worker use your network to educate them about vaccine confidence. This could be a live stream, pre-planned video, social media posts, virtual panels, and more! We will oversee the matching of partners with our health workers and make sure everyone is looped in on these pairs before confirmed.
  - b. Example to share: If a celebrity from NOLA wants to partake in getting their followers educated on vaccines, we would pair them with a doctor from NOLA that has been actively helping with the vaccination process. We would then schedule a live stream where the celebrity and doctor answer questions on vaccine hesitancy and more!

### Wrap up your asks:

To wrap it up, we would love for you to be a founding member of community corps. We want you to be a member, distributing content to your network on vaccine confidence, and participating in share the mic. Could we get your commitment to be a founding member of a program that will help get all Americans vaccinated?

### Notes

It is alright if they cannot commit to all three but we do want to try and get a yes on all three as much as possible.

### After the meeting

Following the meeting fill out the COVID Community Corps Tracker. Once you have finished all of your confirmations on partners send the updated tracker or list of confirmed partners to

[Sabrina.Bousbar@hhs.gov](mailto:Sabrina.Bousbar@hhs.gov). Please ensure the information contains: contact's name, email, number, and status on being a part of CCC.



**From:** Donilon, Shawn <Sdonilon@nab.org>  
Donilon, Shawn <Sdonilon@nab.org>;  
Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri  
**To:** <Kristina.Schake@hhs.gov>;  
Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>  
**Subject:** FW: NAB Board and HHS COVID-19 Community Corps briefing  
**Date:** 2021/04/19 12:03:15  
**Start Date:** 2021/04/22 16:00:00  
**End Date:** 2021/04/22 17:00:00  
**Priority:** Normal  
**Type:** Appointment  
**Location:** <https://nab-org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon>  
**Attendees:** Schake, Kristina (HHS/IOS); Bousbar, Sabrina (OS/ASPR/IO)

-----Original Appointment-----

**From:** Donilon, Shawn <Sdonilon@nab.org>  
**Sent:** Monday, April 19, 2021 11:51 AM  
**To:** Donilon, Shawn; Current NAB Joint Board of Directors  
**Cc:** Current NAB Joint Board of Directors Assistants; EVP Only; Wright, Karen; Hurford, Monica; Hubbard, Rob; Beall, Lynn; Alexander, Ramona; LaPlatney, Pat; Downs, Ben; Kaplan, Rick; Krening, Crystal; McCreery, Patrick; Santrella Salem Media, David; Chris Cornelius; Hulvey, Michael; York, Dan; Patrick, Larry; Marshall, Libby; Goodmon, Jimmy; Tarter, Michael; Adkins, Hartley; Barr, Emily; Wertlieb, Jordan; Matheny, Sam; Harris, Roger (Chickasaw); Oakley, Ralph M.; Chase, Justin; Hanna, Dave; Lehman, Michelle; Wilson, Christina; Dujuan, McCoy; Medina, Bert; Warshaw, Jeff; Bustos, Amador; Tobey, Margaret; Harper, Melinda; Darrell Brown; LeGeyt, Curtis; McElveen, Bill; Bradley, David; Neuhoof, Beth; Towns, Dianna; Foster, Flynn; Smith, Gordon; Sook, Perry; Ripley, Christopher; Carty-Sipp, April; McRae, Patricia; Keenom, Sue; Wood, Christopher; Smith, Dian; Laven, Michele; Fox, Susan; Wharff, John; Hamilton, Joanne; Pollack, Joshua  
**Subject:** NAB Board and HHS COVID-19 Community Corps briefing  
**When:** Thursday, April 22, 2021 4:00 PM-5:00 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** <https://nab-org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon>

Shawn Donilon is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://nab-org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon>

Meeting ID: (b)(6)  
Passcode: (b)(6) One tap mobile  
+1301 (b)(6) # US (Washington DC)

Dial by your location

+1 301 (b)(6) US (Washington DC)

Meeting ID: (b)(6)

Passcode: (b)(6) Find your local number: <https://nab-org.zoom.us/j/82616766204>

Join by Skype for Business

<https://nab-org.zoom.us/skype/82616766204>

**Sender:** Donilon, Shawn <Sdonilon@nab.org>

Donilon, Shawn <Sdonilon@nab.org>;  
Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri

**Recipient:** <Kristina.Schake@hhs.gov>;  
Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>

**Sent Date:** 2021/04/19 12:03:15



**To:** Michael Lewan <michael.lewan@grammy.com>  
**Subject:** RE: Grammy + MusiCares + Community Corps  
**Date:** 2021/04/15 10:00:29  
**Priority:** Normal  
**Type:** Note

Hi Michael. Sorry for the delay on my part. It was a crazy week with the J&J news. Yes, attached are two documents – an overview of the Community Corps and also a new program that we are announcing on Monday called We Can Do This Live, which I told you a little about when we talked. We know from all of our research that people become more confidence about the vaccine when they learn more about it from doctors and have their questions answered. We are asking celebrities and organizations with large social followings to join us to pair them with a medical professional to do a social media interaction that would reach their fans and followers. Our medical experts don't have the platform that celebrities do and this is a great way to bring that together and reach their fans with important vaccine info and get their questions answered.

Would the Recording Academy be interested in being a founding member of We Can Do This Live with us? We could put you in the press release on Monday and do a series of events with you going forward. We can have Dr. Fauci, Surgeon General Murthy and others join your stars to do Instagram or Facebook Lives, or other fun ways to reach their fans.

We would love to work with you and are open at all ideas. Thanks so much for the call this week and your openness to working with us to build confidence in the vaccines. Kristina

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**From:** Michael Lewan <michael.lewan@grammy.com>  
**Sent:** Thursday, April 15, 2021 9:51 AM  
**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Hi Kristina, following up on our call from earlier this week—do you have the materials to share for the Community Corp partnership? I have briefed various departments, and we're all excited to get going on next steps.

Michael

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**From:** Michael Lewan  
**Sent:** Thursday, April 8, 2021 2:03 PM  
**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>; Matthew Bango <matthew.bango@grammy.com>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Let's lock in 2ET!

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**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 8, 2021 2:00 PM  
**To:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>; Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

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How about noon or 2 pm ET on Monday?

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**From:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Sent:** Thursday, April 8, 2021 1:57 PM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Monday would be best from our workflow standpoint, we have an internal team mtg first thing Tuesday so it would be perfectly timed to have a readout and some initial marching orders to report. Then we can more quickly kick into gear other departments, like marketing and membership, that might be needed for collaboration on materials and outreach.

Michael

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**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 8, 2021 12:41 PM  
**To:** Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

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Should we wait until Tuesday? It is fine with me to wait an additional day. Any open windows then?

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**From:** Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Sent:** Thursday, April 8, 2021 10:13 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Moving Daryl, Josh, and Georgeta to bcc while we schedule this call.

Hi Kristina,

Happy Thursday! Unfortunately, Daryl's packed schedule on Monday is presenting a conflict on our end. To avoid delaying this important conversation, Michael will represent the Academy on the call. We apologize for the conflict.



With that being said, Michael has a fair amount of flexibility before 4p ET on Monday. Please let me know what works best on your end and I will circulate a calendar invite. Should Michael call you directly at (202) (b)(6)

Thanks in advance,  
Matt

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**From:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Sent:** Thursday, April 8, 2021 9:53 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Peck, Joshua (HHS/ASPA) <[Joshua.Peck@hhs.gov](mailto:Joshua.Peck@hhs.gov)>; Daryl Friedman <[Daryl.Friedman@recordingacademy.com](mailto:Daryl.Friedman@recordingacademy.com)>  
**Cc:** Dragoiu, Georgeta (HHS/ASPA) <[Georgeta.Dragoiu@hhs.gov](mailto:Georgeta.Dragoiu@hhs.gov)>; Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Hi Kristina, Monday looks to be a good option. Matt, cc'd, will reach out to you to find a best time on your end. Excited to speak further.

Michael

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**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 8, 2021 9:01 AM  
**To:** Peck, Joshua (HHS/ASPA) <[Joshua.Peck@hhs.gov](mailto:Joshua.Peck@hhs.gov)>; Daryl Friedman <[Daryl.Friedman@recordingacademy.com](mailto:Daryl.Friedman@recordingacademy.com)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>; Dragoiu, Georgeta (HHS/ASPA) <[Georgeta.Dragoiu@hhs.gov](mailto:Georgeta.Dragoiu@hhs.gov)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

---

Thank you Josh. Hello Daryl and Michael. I would love to set up a time to talk to you more. Do you have any time tomorrow or Monday? My cell is 202 (b)(6) so you have it. Thanks, Kristina

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**From:** Peck, Joshua (HHS/ASPA) <[Joshua.Peck@hhs.gov](mailto:Joshua.Peck@hhs.gov)>  
**Sent:** Wednesday, April 7, 2021 11:03 PM  
**To:** Daryl Friedman <[Daryl.Friedman@recordingacademy.com](mailto:Daryl.Friedman@recordingacademy.com)>; Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>; Dragoiu, Georgeta (HHS/ASPA) <[Georgeta.Dragoiu@hhs.gov](mailto:Georgeta.Dragoiu@hhs.gov)>  
**Subject:** Grammy + MusiCares + Community Corps

Kristina and Daryl,

I want to introduce the two of you. Daryl is the Chief Advocacy Officer for the Recording Academy (Grammy). Kristina oversees the Administration's COVID-19 public education campaign.

The Recording Academy and MusiCares are interested in joining the Community Corps – they'd like to pass on information and social content to their thousands of musically talented members. The music industry has been hard hit by COVID-19, so this has been central to their work over the last year, which is why they are so motivated.

In addition to joining, given the profile and reach of many of their members, there may also be an opportunity to engage some higher profile members directly, but I'll leave that to the two of you when you connect.

JFAP

**Recipient:** Michael Lewan <michael.lewan@grammy.com>

**Sent Date:** 2021/04/15 09:58:17

**Delivered Date:** 2021/04/15 10:00:29

**Message Flags:** Unread Unsent





## Become a Founding Member Today

### What is the COVID-19 Community Corps?

The COVID-19 Community Corps is a program through the U.S. Department of Health and Human Services and Centers for Disease Control and Prevention to share science-based information directly with community organizations and Americans across the country to empower them to deliver messages in the fight against COVID-19 and share the importance of vaccinations in their community.

### The mission of Community Corps

COVID-19 Community Corps will be an effort to galvanize trusted messengers in local communities to encourage people to get vaccinated. The program will provide toolkits and resources for Community Corps members to organize within their networks, communities, and more to help build vaccine confidence throughout the country. Community Corps members will receive weekly updates on the latest scientific and medical updates, FAQs about the vaccine, social media suggestions, infographics, factsheets with timely, accurate information, and tools on ways to help people get registered and vaccinated

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- Become an official member of the COVID-19 Community Corps
- Participate in Share the Mic virtual events: This will include using your social platform to uplift vaccine confidence with health workers like doctors, nurses, pediatricians, and more. There will be more official guidance on the program to come in the next few weeks.
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- In the second wave of the program (May) develop and host events to sponsor/administer vaccines. In addition, participate in virtual events such as townhalls, panels, concerts, etc. More detail to come.

*We ask you commit to all asks but understand if you would like to sign on as just a community corps member.*

### Why is it important you join us?

We are at a pivotal point in the pandemic -- getting Americans vaccinated as quickly as possible is the path out of this crisis. But to be successful, people must be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of people across the country hearing from local voices and trusted messengers on the safety and efficacy of COVID-19 vaccinations. That's why the Biden-Harris Administration and Department of Health and Human Services is working to partner with trusted messengers like you to launch the COVID-19 Community Corps.

### Next Steps

We would be honored to have **you** become a founding member of the COVID19 Community Corps. Please respond to the email your confirmation in being a member of our trusted messenger program.

Thank you all and we look forward to working with you.

A campaign to increase vaccine confidence while reinforcing basic prevention measures



# HHS COVID-19 Public Education Campaign

## HHS COVID-19 Public Education Campaign

*April 8, 2021*

Brought to you by the U.S. Department of Health and Human Services





# Goals

1

Educate Americans on how they can protect themselves and slow the spread of COVID-19

2

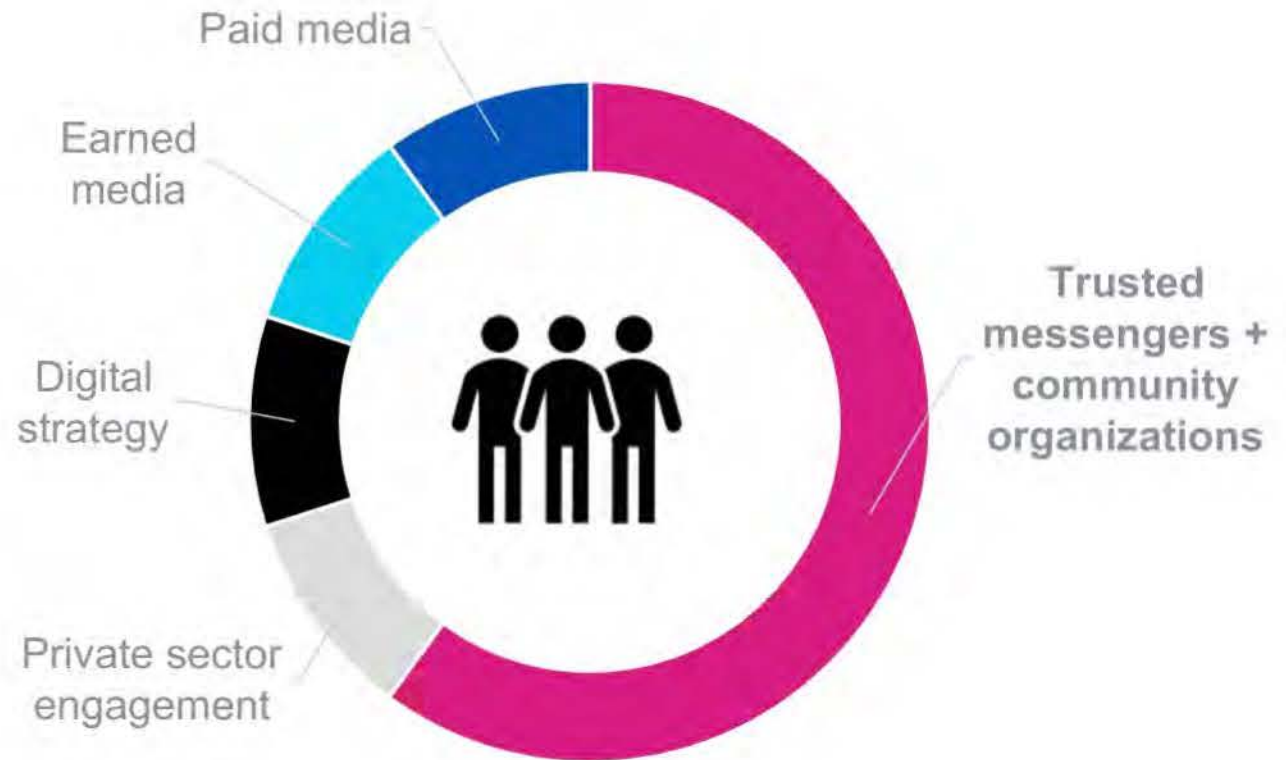
Build trust in the vaccines so more American are ready to take them

3

Increase vaccine uptake by educating Americans about how and where to get vaccinated

# Public Education Campaign will build vaccine confidence through five core elements

- Research shows that trusted messengers are the most effective tool with the most hesitant groups. Therefore, our largest effort will be on empowering them to carry the message and to fund grassroots efforts on the ground. While important, paid media is only a small portion of our overall program. We will also have a robust digital and earned media strategy that includes efforts from across the government, and will work closely with the private sector to promote public education messaging and to take actions that encourage vaccination.





**Paid Media**



# Paid Media Campaigns

*Our paid media creative will be phased to match the expected supply and demand of the vaccine, as well as the information Americans are looking for. This will be tailored to fit specific audiences.*

## Slow the spread

Run March – April Target hardest-hit communities by cases and demographics Highlight new COVID-19 variants as a reason to continue wearing a mask, keeping distance, and getting vaccine in-turn Use radio, social, print, and digital (no TV component)

## Preparing the nation

Run March – July Target adults age 18+ actively searching for information on or curious about vaccine Answer top questions about the vaccines Run online-only in English and Spanish, through paid social, digital display, and search engine marketing

## Vaccination (Wave 1)

Run April – May Target adults across demographic groups, with emphasis on 65+ population and hesitancy Build confidence and remind vaccine-ready individuals to get vaccinated Use all channels including TV, radio, print, out-of-home ads (e.g., billboards), social, and digital



# ■ Total Market



# Hispanic

**Headline:** Ni un paso atrás contra el COVID y otras variantes del virus.

*Not one step back against COVID and new forms of the virus.*

**Full post copy:** Vacúnate cuando sea tu turno. Sigue usando mascarillas, mantén 6 pies de distancia y evita multitudes para ayudar a frenar la propagación del COVID y de otras variantes del virus.

*When your turn comes, get vaccinated. Wear a mask, stay at least 6 feet away from other people, and avoid crowds to help slow the spread of COVID and new forms of the virus. Below Photo: Frenemos la propagación del COVID Let's slow the spread of COVID*



Education Campaign



# Black / African American



Let's take  
COVID  
down.

**WE  
CAN  
DO  
THIS**

[Learn More](#)



We can  
keep up  
the fight.

**WE  
CAN  
DO  
THIS**

[Learn More](#)



New forms  
of the virus?  
Oh, it's on.

**WE  
CAN  
DO  
THIS**

[Learn More](#)

# American Indian / Alaska Native

Headline: I continue to do my part for all our people. Full Post copy: I'm waiting my turn to get the vaccine, and I don't want to take any chances in the meantime. Wearing a well-fitted mask, avoiding crowds, and social distancing will help me stay safe against new forms of the virus. Mask up. Keep six feet apart. Get the vaccine when it's your turn. Learn more at [cdc.gov/coronavirus](https://cdc.gov/coronavirus)



on Campaign



# AAPI (Mandarin)

English

SourceHeadline:

New forms of  
the virus, same

**fight!** It's been a long year of change. And now, even COVID is changing—with new forms of the virus called variants that may spread more easily. But one thing is the same: our determination to help slow the spread of COVID. If we remain vigilant and continue what we've been doing—wearing masks, keeping 6 feet apart, and getting vaccinated when it's our turn—we can beat this virus together.

CTA: Learn more at

[cdc.gov/coronavirus](https://cdc.gov/coronavirus) Disclaimer: Brought to you by the U.S. Department of Health and Human Services

Chinese

SimplifiedHeadline

:持续对抗 新变种病毒

Body: 这是漫长的一年，而现在就连COVID疫情也出现了变化，新的变种病毒可能更容易传播。然而所有人想要减缓COVID蔓延的决心，并没有改变。如果大家提高警觉，继续佩戴口罩、保持六英尺的社交距离，并在符合资格时都前往接种疫苗，我们就能携手战胜病毒。

CTA: 了解更多，请上  
[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Disclaimer: 以上资讯由HHS美国卫生及公众服务部提供。



## 持续对抗 新变种病毒

这是漫长的一年，而现在就连COVID疫情也出现了变化，新的变种病毒可能更容易传播。然而所有人想要减缓COVID蔓延的决心，并没有改变。如果大家提高警觉，继续佩戴口罩，保持六英尺的社交距离，并在符合资格时都前往接种疫苗，我们就能携手战胜病毒。

了解更多，请上 [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

抗击疫情  
我们做不到！

HHS COVID-19 Public Education Campaign

# Wave 1 Vaccination TV Ads



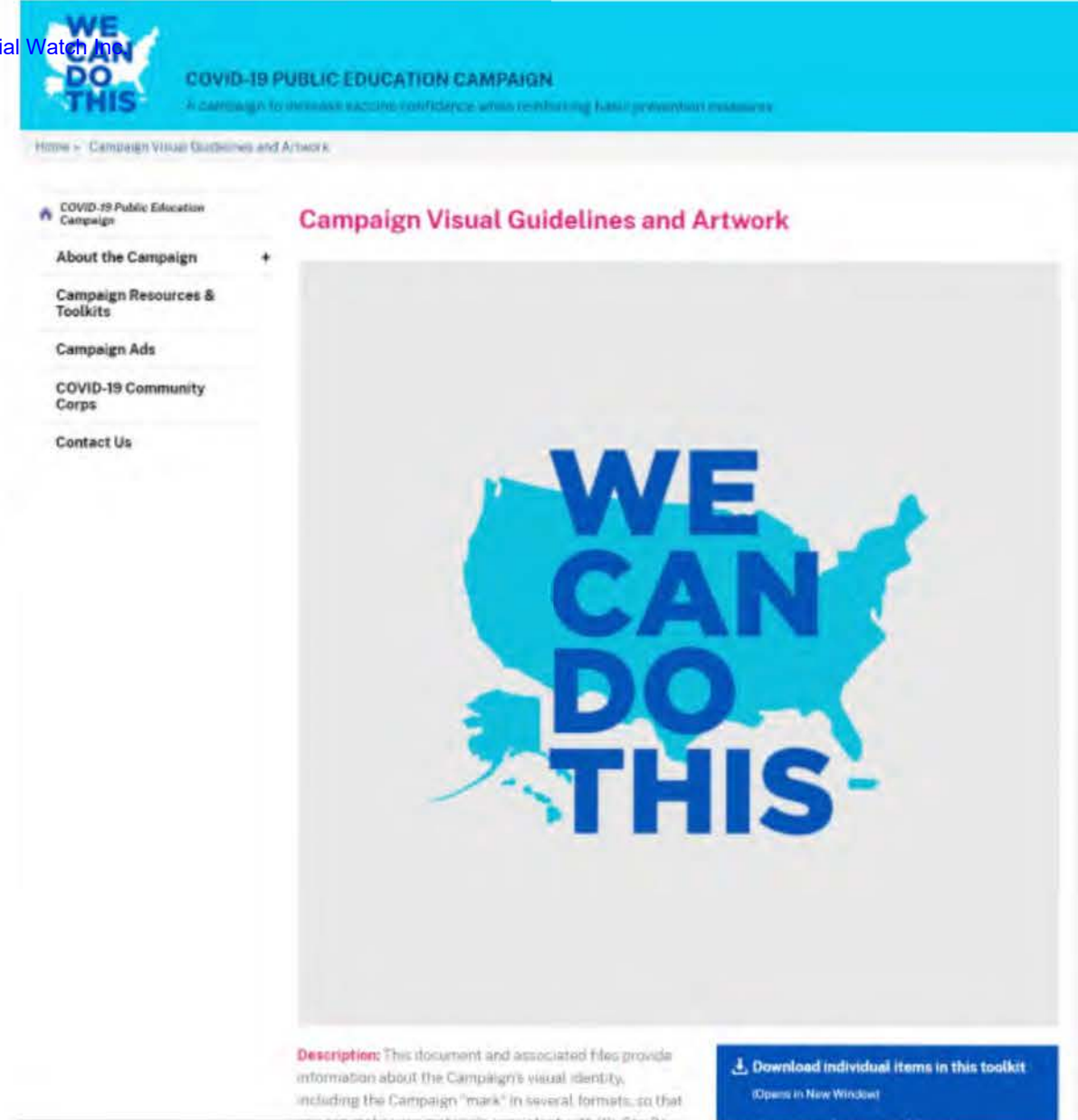
*Draft for Discussion Purposes Only/Pre-decisional*

HHS COVID-19 Public Education Campaign 11



# We Can Do This

- Join the campaign! Download the campaign mark and visual guidelines at: [WeCanDoThis.hhs.gov](https://WeCanDoThis.hhs.gov) Incorporate the mark into your own advertisements, packaging, and COVID signage. Show your connection to the national effort to slow the spread of COVID-19 and build confidence in the vaccines





# Ways to Get Involved

- Include We Can Do This and vaccine messaging in point-of-purchase and in-store promotionsPlace We Can Do This and vaccine messages on productsInclude vaccination information in your direct customer outreach programsDonate paid advertising to vaccine awarenessInclude vaccine messages in your paid advertisementsRequest that your paid influencers to dedicate channels to vaccine content for a 1-week, focused windowWork vaccine messaging into your sponsored eventsPromote vaccine messages through your loyalty programs



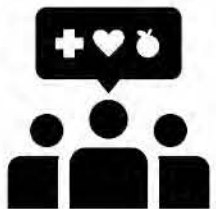
# COVID-19 Community Corps: Trusted Messenger Efforts



# Trusted Messengers Matter

## In-community messengers are essential for the most hesitant audiences

- Effectively deliver messages and strategies  
Validate the credibility of information  
Address mis- and disinformation  
Help create a feedback loop for addressing questions and concerns  
Bridge the gap between healthcare providers and patients  
Examples of trusted community messengers:



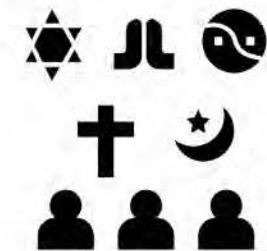
Community  
Health Workers



Pharmacists



Nurses



Faith Leaders



# COVID19 Community Corps (CCC)

COVID-19 Community Corps will be an effort to galvanize trusted messengers in local communities to encourage friends, family, and neighbors to get vaccinated. The program will be to provide toolkits and resources for Community Corps members to organize within their organizations, communities, and more to help build vaccine confidence throughout the country. Community Corps members will receive weekly updates on the latest scientific and medical updates, talking points about the vaccine, social media suggestions, infographics, factsheets with timely, accurate information, and tools on ways to help people get registered and vaccinated.



# Our Partners Include

Public Health & Medical  
Organizations American Medical  
Association COVID Collaborative Sports &  
Entertainment NASCAR WWE Ana  
Navaro\* George Lopez\* Rural  
Leaders American Farm Bureau American  
Red Cross Union & Organized Labor  
Leaders SEIU Latinx Leaders UNIDOS Black  
Leaders Black Coalition Against  
COVID NAACP AAPI Leaders Association of  
Asian Pacific Community Health  
Organizations (AAPCHO) IMPACT Native/Trib  
al Leaders Center for Native American  
Youth Veterans Disabled American  
Veterans Business Leaders Minority  
Business Roundtable US Chamber Faith  
Leaders Faith and Community Empowerment  
American Muslim Public Health  
Professionals Community Leaders Civic

Nation National Bar Association NextGen  
America Trans Latin@

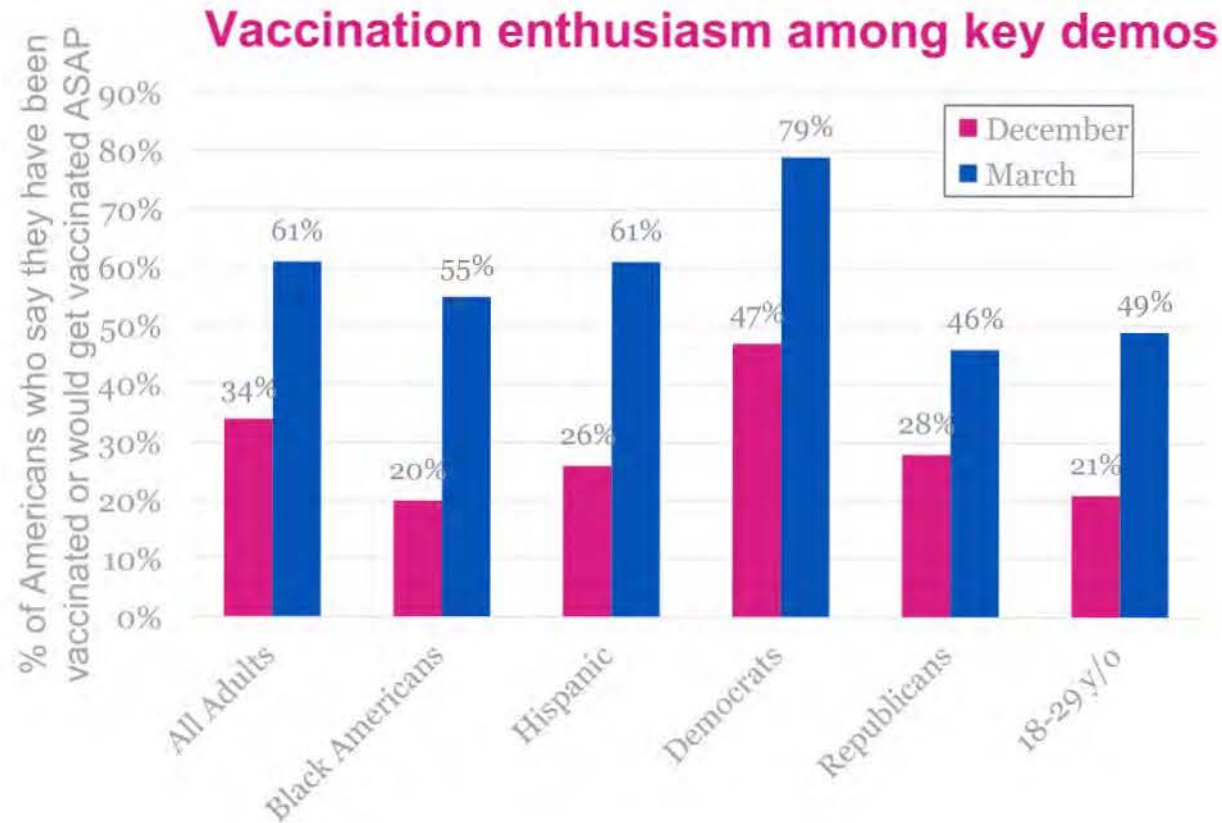
*\* designates an individual that signed on to be a part of COVID-19 Community Corps*

**Thank You**





# Vaccine enthusiasm increasing



## Audiences

1. Every American including paid media in 8 languages  
Focus on vaccine hesitant populations

# Total Market



## Did You Know?

All COVID vaccines are available at no cost when it's your turn to get vaccinated.



**PEC Plan**  
**April 19 – May 31**

**APRIL**

**POTUS April 19 – 30**

- MSNBC / Telemundo Town Hall – date TBD

**VP April 19 – 30**

- Conversation with Yara Shabidi
- Video with Black healthcare and nursing home workers

**Other Confirmed Activities April 19 – 30**

- April 15: Announce Share the Mic program with major celebrity names (Michelle Obama, Kerry Washington, Eva Longoria)

**Major PEC Projects in April**

- Vaccine engagement package to all entertainment talent and management agencies – Kristina & Adrian
- Vaccine engagement package to all media companies and show producers – Kristina & Mariel
- Outreach to major culture event producers – Kristina & Adrian
- Outreach with WCDT brand and engagement ideas to major businesses and associations – Kristina & Zach
- Launch Community Corps Business Chapter – Kristina & Zach
- Start celebrity Share the Mics – Kristina, Adrian & Clarke

**Other Press to be Scheduled for April 19 - 30**

- Dr. Choucair interview on Univision Despierta America (rescheduled)
- Dr. Choucair interview with LBCI (Lebanese Broadcasting Corporation)
- Dr. Choucair interview with BBC News
- Dr. Nunez-Smith interview on the iHeartRadio Public Affairs Show
- Dr. Nunez-Smith on NPR All Things Considered
- Press call with Dr. Collins and Dr. Corbett on COVID vaccines and pregnancy
- Dr. Nunez-Smith with Ibram Kendi
- Dr. Fauci with Complex



#### **Other Digital to be Scheduled for April 19 - 30**

- Michelle Obama Share the Mic (approved, waiting for date)
- Hispanic Share the Mic
- Young Americans Share the Mic
- Conservative Americans Share the Mic

### **MAY**

#### **POTUS May 1 - 31**

- May 8: Global Citizen Concert Message (proposed, could be pre-taped)
- Late night hosts vaccination video
- "State of the Pandemic" YouTube Town Hall

#### **VP May 1 - 31**

- BET / HBCU townhall special with the VP and medical experts to answer students' questions
- Roundtable with national radio broadcast hosts: Senator Kamala Harris hosts roundtable with national radio broadcast hosts: Steve Harvey, DL Hughley, Charlamagne The God, Ebro

#### **Other Confirmed Activities For May**

- Oprah OWN Townhall with Dr. Fauci – first week of May

#### **Major PEC Projects in May**

- Schedule entertainment talent and management agencies briefings – Kristina & Adrian
- Work with media companies and show producers on vaccine messaging – Kristina & Mariel
- Continue outreach with WCDT brand and engagement ideas to major businesses and associations – Kristina & Zach
- Continue celebrity Share the Mics – Kristina, Adrian & Clarke

#### **Other Digital To Be Scheduled For May**

- President Obama Share the Mic (proposed, waiting approval)
- President Obama NBA Townhall (proposed, waiting approval)
- President Obama visit to mass vaccination site (proposed, waiting approval)
- National Farm Broadcasters Backgrounder with Vilsack and medical expert

## ***ADDITIONAL IDEAS TO BE CONSIDERED***

### ***Digital Media***

- Produce HHS question-and-answer videos featuring local Black doctors discussing the vaccines, how they work, and why the public should get vaccinated.
- Request that Tom Brady create a video with his parents encouraging vaccination (his parents had COVID last year and he has talked about their tough recovery).
- Create custom partnerships with the social media platforms with algorithms to hit this audience.
- Launch Hollywood comedy writers video content.
- Work with Genius and ATTN on a video series that highlights questions and misconceptions about the vaccine and the facts.
- Create a TikTok #PassTheMic campaign; launch with major influencers to begin the series.
- Create a photo backdrop / social media kit to be used at vaccination sites for people to celebrate with the We Can Do This campaign after receiving the shot.
- Create a “rivals” social media campaign of unexpected pairings of Americans encouraging each other to get vaccinated (ex: Nicki Minaj / Cardi B, Britney / Christina, James Bond / Jason Bourne) and encourage user generated content to join.
- Work with YouTube on an original special about vaccinations targeted to young people (similar to the YouTube’s *Dear Call of 2020* special).
- Dr. Biden and Dr. Walensky to host a Kids Blogger Roundtable to answer kids’ questions about the pandemic and the vaccine with outlets (ex: *Time For Kids*, *Time Out Kids*, *Scholastic*, *Girls Life*, *Now This Kids*, *Sports Illustrated Kids*).
- Work with Instagram to produce a series about vaccines for @Instagram (the largest social media account in the world, 387 million followers). Feature young creators doing in-depth pieces about young people’s questions. Request a Stories Highlight on Vaccines on @Instagram to stay on the account through 2021.

- Request major TikTok, Snapchat and Instagram influencers to create videos of themselves being vaccinated and start a special campaign of funny and/or musical videos about being vaccinated to encourage others to create content and post.

### ***Earned Media***

- Vice President Harris weekly Black radio and/or stakeholder event.
- Work with Hispanic entertainment outlets to get vaccination storylines into scripted shows and gameshows.
- Request a vaccination special on Christian Broadcast Network feature Evangelical leaders.
- Request that the major live TV entertainment shows feature hosts being vaccinated on air (ex: the hosts of *The Voice*).
- Request that the TV morning and daytime talk shows feature special vaccination reunion moments with everyday Americans talking about what this means to them (ex: hugging grandma for the first time).
- Convene an editorial meeting with the publishers of Catholic newspapers and newsletters across the country (ex: *America Magazine*, *Florida Catholic*, *The Catholic Spirit*, *The Tablet*).
- Dr. Biden interview with Chip and Joanna Gaines for *Magnolia*.
- Request vaccination specials with BET, *The Undeclared*, *Desus & Mero*, *Sneaker Shopper*, *Hot Ones*.
- Request a vaccination special with Christian Broadcasting Netflix and Evangelical leaders.
- Place a trusted messenger on the *Joe Rogan Show* and *Barstool Sports* to promote vaccination (work with outside expert to identify who will be most effective).

### ***Partnerships***

- Request that the Small Business Association host a members' meeting with Dr. Fauci.
- Request a co-branded We Can Do This effort with Walmart for videos and info sources for in-store screens, point of purchase displays and info in the pharmacies.



- Work with the Chamber of Commerce and BRT to provide Chief Marketing Officers with guidance on how to work We Can Do This into their branding and paid media work and employee communications.
- Work with NFL, NASCAR, MLB, CMA to request they create content with their talent and release through their broadcast and social channels. Also create a “Share the Mic” program where their talent elevates public health voices.
- Work with all major sports leagues to send vaccination information to ticket holders.
- Work with ESPN for hosts to provide vaccination information.
- Partner with Disneyland Parks for vaccination events when the amusement parks reopen.
- Work with the Hollywood guilds to work vaccination messaging into scripted and reality TV shows (ex: Writers Guild, Directors Guild).

**From:** <Kristina.Schake@hhs.gov>  
**To:** Michael Lewan <michael.lewan@grammy.com>  
**Subject:** Re: Grammy + MusiCares + Community Corps  
**Date:** 2021/04/17 10:51:26  
**Priority:** Normal  
**Type:** Note

Evaluation Only. Created with Aspose.HTML. Copyright 2013-2020 Aspose Pty Ltd. lease may be moved to Tuesday. I will let you know as soon as I know for sure. I really look forward to working with you on this program.

Sent from my iPhone

On Apr 17, 2021, at 10:43 AM, Michael Lewan <michael.lewan@grammy.com> wrote:

Happy Saturday! We have approval on our end, and can be listed in the press release on Monday as Recording Academy.

Please let me know if you need anything else before then, otherwise we can touch base during the week on next steps.

On Apr 15, 2021, at 4:52 PM, Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov> wrote:

[EXTERNAL]

---

Thank you Michael!

---

**From:** Michael Lewan <michael.lewan@grammy.com>  
**Sent:** Thursday, April 15, 2021 4:26 PM  
**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Plenty of time! Will let you know what our top level says

---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 15, 2021 1:06 PM  
**To:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

---

I realize we came to you late – we just started putting together the program now. Over the weekend would be fine, or even Monday morning.

---

**From:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Sent:** Thursday, April 15, 2021 12:59 PM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Thanks so much! When is your internal deadline to be included in the press release? We'll strive to get the official clearance from our CEO based off your needs.

---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 15, 2021 10:02 AM  
**To:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

---

Hi Michael. Sorry for the delay on my part. It was a crazy week with the J&J news. Yes, attached are two documents – an overview of the Community Corps and also a new program that we are announcing on Monday called We Can Do This Live, which I told you a little about when we talked. We know from all of our research that people become more confidence about the vaccine when they learn more about it from doctors and have their questions answered. We are asking celebrities and organizations with large social followings to join us to pair them with a medical professional to do a social media interaction that would reach their fans and followers. Our medical experts don't have the platform that celebrities do and this is a great way to bring together stars' incredible reach and influence with medical experts to provide important vaccine info and get fans' questions answered.

Would the Recording Academy be interested in being a founding member of We Can Do This Live with us? We could put you in the press release on Monday and do a series of events with you going forward. We can have Dr. Fauci, Surgeon General Murthy and others join your stars to do Instagram or Facebook Lives, or other fun ways to reach their fans.

We also have an overall campaign, We Can Do This, that encourage people to get vaccinated. We would love to have you use that brand and campaign resources in any way. We could work together on social media videos, or any other activities to reach your artists fans.

We would love to work with you and are open at all ideas. Thanks so much for the call this week and your openness to working with us to build confidence in the vaccines. Kristina

---

**From:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Sent:** Thursday, April 15, 2021 9:51 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Hi Kristina, following up on our call from earlier this week—do you have the materials to share for the Community Corp partnership? I have briefed various departments, and we're all excited to get going on next steps.



Michael

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**From:** Michael Lewan  
**Sent:** Thursday, April 8, 2021 2:03 PM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Let's lock in 2ET!

---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 8, 2021 2:00 PM  
**To:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>; Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

---

How about noon or 2 pm ET on Monday?

---

**From:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Sent:** Thursday, April 8, 2021 1:57 PM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Monday would be best from our workflow standpoint, we have an internal team mtg first thing Tuesday so it would be perfectly timed to have a readout and some initial marching orders to report. Then we can more quickly kick into gear other departments, like marketing and membership, that might be needed for collaboration on materials and outreach.

Michael

---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 8, 2021 12:41 PM  
**To:** Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

---

Should we wait until Tuesday? It is fine with me to wait an additional day. Any open windows then?

---

**From:** Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Sent:** Thursday, April 8, 2021 10:13 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Moving Daryl, Josh, and Georgeta to bcc while we schedule this call.

Hi Kristina,

Happy Thursday! Unfortunately, Daryl's packed schedule on Monday is presenting a conflict on our end. To avoid delaying this important conversation, Michael will represent the Academy on the call. We apologize for the conflict.

With that being said, Michael has a fair amount of flexibility before 4p ET on Monday. Please let me know what works best on your end and I will circulate a calendar invite. Should Michael call you directly at (202) (b)(6) ?

Thanks in advance,  
Matt

---

**From:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>  
**Sent:** Thursday, April 8, 2021 9:53 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Peck, Joshua (HHS/ASPA) <[Joshua.Peck@hhs.gov](mailto:Joshua.Peck@hhs.gov)>; Daryl Friedman <[Daryl.Friedman@recordingacademy.com](mailto:Daryl.Friedman@recordingacademy.com)>  
**Cc:** Dragoiu, Georgeta (HHS/ASPA) <[Georgeta.Dragoiu@hhs.gov](mailto:Georgeta.Dragoiu@hhs.gov)>; Matthew Bango <[matthew.bango@grammy.com](mailto:matthew.bango@grammy.com)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

Hi Kristina, Monday looks to be a good option. Matt, cc'd, will reach out to you to find a best time on your end. Excited to speak further.

Michael

---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 8, 2021 9:01 AM  
**To:** Peck, Joshua (HHS/ASPA) <[Joshua.Peck@hhs.gov](mailto:Joshua.Peck@hhs.gov)>; Daryl Friedman <[Daryl.Friedman@recordingacademy.com](mailto:Daryl.Friedman@recordingacademy.com)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>; Dragoiu, Georgeta (HHS/ASPA) <[Georgeta.Dragoiu@hhs.gov](mailto:Georgeta.Dragoiu@hhs.gov)>  
**Subject:** RE: Grammy + MusiCares + Community Corps

[EXTERNAL]

---

Thank you Josh. Hello Daryl and Michael. I would love to set up a time to talk to you more. Do you have any time tomorrow or Monday? My cell is 202-(b)(6) o you have it. Thanks, Kristina

---

**From:** Peck, Joshua (HHS/ASPA) <[Joshua.Peck@hhs.gov](mailto:Joshua.Peck@hhs.gov)>  
**Sent:** Wednesday, April 7, 2021 11:03 PM  
**To:** Daryl Friedman <[Daryl.Friedman@recordingacademy.com](mailto:Daryl.Friedman@recordingacademy.com)>; Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Michael Lewan <[michael.lewan@grammy.com](mailto:michael.lewan@grammy.com)>; Dragoiu, Georgeta (HHS/ASPA)

<Georgeta.Dragoiu@hhs.gov>

**Subject:** Grammy + MusiCares + Community Corps

Kristina and Daryl,

I want to introduce the two of you. Daryl is the Chief Advocacy Officer for the Recording Academy (Grammy). Kristina oversees the Administration's COVID-19 public education campaign.

The Recording Academy and MusiCares are interested in joining the Community Corps – they'd like to pass on information and social content to their thousands of musically talented members. The music industry has been hard hit by COVID-19, so this has been central to their work over the last year, which is why they are so motivated.

In addition to joining, given the profile and reach of many of their members, there may also be an opportunity to engage some higher profile members directly, but I'll leave that to the two of you when you connect.

JFAP

**Sender:** <Kristina.Schake@hhs.gov>

**Recipient:** Michael Lewan <michael.lewan@grammy.com>

**Sent Date:** 2021/04/17 10:51:25

**Delivered Date:** 2021/04/17 10:51:26

**Message Flags:** Unsent



Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
**To:** (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>

**Subject:** RE: Started Working On

**Date:** 2021/03/20 19:53:47

**Priority:** Normal

**Type:** Note

Sabrina, this is awesome! Thank you so much for the time and thought you put into this. As we discussed, I have no idea how to use a Dell so rather than editing the document, I made a few notes below on small edits to the sections below. It would be great for you to send both of these to the other email chain as a next step.

(b)(5)

---

**From:** Bousbar, Sabrina (OS/ASPR/IO) <Sabrina.Bousbar@hhs.gov>

**Sent:** Saturday, March 20, 2021 4:30 PM

**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>

**Subject:** Started Working On

Good Afternoon-

Attached are the two documents I have created for Community Corps tracking. Let me know your thoughts on the plan and tracker. I can send it over to the other email chain too after you have looked at it. I highlighted 19 that I thought would be best and we can narrow to 10-15 but may be best to reach out to 19 assuming some may not get back to us in a timely manner?

Let me know your thoughts and anything else I should do. Thanks!

All the best,  
Sabrina Bousbar (she/her/hers)  
*Special Assistant for COVID Response*  
U.S. Department of Health and Human Services  
Cell: 202 (b)(6) [sabrina.bousbar@hhs.gov](mailto:sabrina.bousbar@hhs.gov)

**Recipient:** Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>

**Sent Date:** 2021/03/20 19:34:25

**Delivered Date:** 2021/03/20 19:53:47

**Message Flags:** Unsent

Withheld pursuant to exemption

Obtained via FOIA by Judicial Watch Inc.

(b)(5)

of the Freedom of Information Act





# COVID-19 National Public Education Campaign

## We Can Do This Engagement: Entertainment Industry

The U.S. Department of Health and Human Services (HHS) launched a national public education campaign, We Can Do This, to increase confidence and uptake in the COVID-19 vaccines and encourage continued prevention measures, including mask wearing and social distancing. Through the nationwide effort of consistent, fact-based public health messaging, the campaign is designed to help Americans make informed decisions about their health and COVID-19 to protect themselves and their communities.

We have reached a critical point in the pandemic – getting Americans vaccinated as quickly as possible is our path out of this crisis. To be successful, Americans need to be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of Americans hearing from trusted messengers about the effectiveness and need to be confident when it is their turn to receive the vaccine. We are asking everyone to help us end the pandemic by reaching out to their communities to encourage vaccine confidence.

### How We Can Help You Do Vaccine Outreach

We know from research that Americans gain confidence in the vaccine when they learn about it from people they know, recognize, and trust – including their favorite artists, athletes, and entertainers. HHS is a resource to connecting influential individuals and organizations with medical experts, the latest scientific information, data, infographics, and any other resource you need to reach out to your customers and employees to build trust in the COVID-19 vaccines.

### Why Use the We Can Do This Campaign?

HHS's national campaign's call to action, We Can Do This, is designed to encourage the country to rally together with a hopeful, unifying message that emphasizes the power we all must protect ourselves and our communities through increased vaccination to end the pandemic. All the campaign's resources and brand are available to be used by any organization that is focused on building vaccine confidence. Here are several resources and there are more on the [We Can Do This website](#) -

- Brand resources and guideline, go [here](#).
- We Can Do This Campaign Toolkit, go [here](#).
- Recent Ads from the Campaign, go [here](#).

## **Join HHS's COVID-19 Community Corps**

The COVID-19 Community Corps is a nationwide, grassroots network of voices people know and trust to encourage Americans to get vaccinated. More than three hundred key organizations and thousands of individuals are joining the ranks every day to help increase vaccine confidence and timely vaccination against COVID-19 in their communities. HHS provides all Corps members with regular, timely public health information via a range of activities, from weekly emails, to local and national events, to sharable social media and digital content.

Over the coming months, the COVID-19 Public Education Campaign Team at HHS along with the COVID-19 Response Team at the White House will be working together with prominent members of the COVID-19 Community Corps – organizations with large social followings, celebrities and influencers – to host conversations with our national public health experts as well as local medical professionals to answer direct questions about COVID-19, the vaccine, and provide our target audiences with the information they need to ultimately decide to get vaccinated. These engagements will constitute our *We Can Do This: Live* program and will allow us to reach into targeted communities. Our goal will be to communicate directly and plainly with the American public in the places where they consume content online: via content creators, podcasters, Facebook groups, and more.

## **Ways You Can Help the COVID-19 Community Corps**

- Become a member of the COVID-19 Community Corps to receive information, sign up [here](#).
- Collaborate and distribute COVID-19 Community Corps and We Can Do This Campaign content to your networks.
  - [We Can Do This Toolkit](#)
  - Promoting your network to receive the weekly emails, [here](#).
- Promote or host our COVID-19 Community Corps *We Can Do This: Live* Event Series
- Host your own events on COVID-19 vaccine confidence or work with us to coordinate ways to use your platform to help uplift vaccine confidence.

## **Specific Ideas on Ways the Entertainment Industry Can Help Build Vaccine Confidence**

- Provide talent with information needed to join and support the We Can Do This campaign.
- Connect talent with the resources needed to create engaging content that increases vaccine confidence.



- Integrate We Can Do This into scripted and unscripted programming, if and when possible.
- Allow characters from scripted programming to be used in high-quality content promoting vaccine confidence.
- Donate production resources to expanding vaccine awareness.
- Work with talent to provide “giveaway experiences” (e.g. fan meet-and-greets) for those who are vaccinated.
- Amplify artists social media posts on vaccine safety and receiving their vaccine. Lead your teams or network to also post on social media about receiving their vaccine and the importance of being vaccinated.
- Work with formal and informal artist networks to expand participation in the We Can Do This Campaign.
- Help artists who rely on live events for their art and livelihoods convey the message that the sooner everyone’s vaccinated, the sooner we can have concerts and shows again.

### Contact Us

We are here to be a resource to all organizations working to increase confidence in the COVID-19 vaccines. For more information, please visit our website [wecandothis.hhs.gov/](https://wecandothis.hhs.gov/) or contact us directly.

Kristina Schake

HHS COVID-19 Public Education Campaign Director

Kristina.schake@hhs.gov



Murthy, Vivek (HHS/OASH) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=79d446b2c25f4539a0c04237a1c1967c-Murthy, Viv <Vivek.Murthy@hhs.gov>;  
 Fauci, Anthony (NIH/NIAID) [E] /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=826965b24a314ffca7eddc6e8229aa7-anthony.fau (b)(6)@niaid.nih.gov>;  
**To:** Collins, Francis (NIH/OD) [E] /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4bd4f570bdc43f2800bf986fa40d75f-francis.col (b)(6)@od.nih.gov>;  
 (b)(6)@ostp.eop.gov>;  
 Walensky, Rochelle (CDC/OD) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a2e20aeeafcf48b19fcdc03ce729e6e5-rochelle.wa (b)(6)@cdc.gov>  
 Sams, Ian (HHS/ASPA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=486e1c5f2f544391bfd4b50abc329b44-Sams, Ian <Ian.Sams@hhs.gov>;  
**CC:** Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa <Sabrina.Bousbar@hhs.gov>

**Subject:** Community Corps

**Date:** 2021/03/31 09:02:40

**Priority:** Normal

**Type:** Note

Thank you for your time yesterday to discuss the public education campaign's latest announcement. Attached is the list of the Community Corps members we will announce tomorrow morning via press release from the White House, followed by a virtual event with Vice President Harris and Dr. Murthy at 9:15 am.

Please let us know if there are groups not included in our original membership list that you would like us to reach out to today with an invitation. This list is just our original membership – we intend to build it over the coming months – but do not want to miss any important groups for the announcement tomorrow.

Thank you again, Kristina

Sams, Ian (HHS/ASPA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=486e1c5f2f544391bfd4b50abc329b44-Sams, Ian <Ian.Sams@hhs.gov>;  
 Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa <Sabrina.Bousbar@hhs.gov>;  
 Murthy, Vivek (HHS/OASH) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=79d446b2c25f4539a0c04237a1c1967c-Murthy, Viv <Vivek.Murthy@hhs.gov>;  
**Recipient:** Fauci, Anthony (NIH/NIAID) [E] /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=826965b24a314ffca7eddc6e8229aa7-anthony.fau (b)(6)@niaid.nih.gov>;  
 Collins, Francis (NIH/OD) [E] /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4bd4f570bdc43f2800bf986fa40d75f-francis.col (b)(6)@od.nih.gov>;  
 (b)(6)@ostp.eop.gov>;  
 Walensky, Rochelle (CDC/OD) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a2e20aeeafcf48b19fcdc03ce729e6e5-rochelle.wa (b)(6)@cdc.gov>

<b>Sent Date:</b>	2021/03/31 08:53:28
<b>Delivered Date:</b>	2021/03/31 09:02:40
<b>Message Flags:</b>	Unsent

**From:** <Kristina.Schake@hhs.gov>

Evaluation Only. Created with Aspose.HTML. Copyright 2013-2020 Aspose Pty

**To:** Ltd.F23SPDLT)/cn=Recipients/cn=486e1c5f2f544391bfd4b50abc329b44-Sams, Ian  
<Ian.Sams@hhs.gov>

Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
**CC:** (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>

**Subject:** Re: CCC Monday Event

**Date:** 2021/04/17 22:46:08

**Priority:** Normal

**Type:** Note

You are right - I think he can do it alone.

Sent from my iPhone

On Apr 17, 2021, at 9:24 PM, Sams, Ian (HHS/ASPA) <Ian.Sams@hhs.gov> wrote:

Do we need to have someone besides Vivek? I'm sure we could ask Fauci but also wanted to raise whether Vivek could ride solo and it be fine.

Sent from my iPhone

On Apr 17, 2021, at 6:09 PM, Bousbar, Sabrina (OS/ASPR/IO)  
<Sabrina.Bousbar@hhs.gov> wrote:

Hello- we haven't received a response yet should we look into someone else? Ian- any ideas of who we could get that would be available? Maybe Dr Fauci again?

Thank you!!

---

**From:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>

**Sent:** Friday, April 16, 2021 6:06 PM

**To:** Sams, Ian (HHS/ASPA) <Ian.Sams@hhs.gov>; Billet, Courtney (NIH/NIAID) [E]

(b)(6)@niaid.nih.gov>; Bousbar, Sabrina (OS/ASPR/IO) <Sabrina.Bousbar@hhs.gov>

**Cc:** Corbett, Kizzmekia (NIH/OD) [E] <(b)(6)@nih.gov>; Hiatt, Nissa (NIH/VRC) [C]

<(b)(6)@nih.gov>

**Subject:** RE: CCC Monday Event

Hi Dr. Corbett. We would really appreciate if you would do this one, especially since we you are doing the Instagram takeover of Michelle Obama's account on May 3 we will push that out to the Community Corps members so it would be great for you to have already connected with this group. We had more than 2,000 Corps members attend this week's conversation with Dr. Murthy and Dr. Fauci, and expect we will get a response for Monday's conversation as well. Monday is very important to us since it is the day the vaccine becomes eligible to all adults so we want to make a big push.



---

**From:** Sams, Ian (HHS/ASPA) <[Ian.Sams@hhs.gov](mailto:Ian.Sams@hhs.gov)>  
**Sent:** Friday, April 16, 2021 2:21 PM  
**To:** Billet, Courtney (NIH/NIAID) [E] <(b)(6)@niaid.nih.gov>; Bousbar, Sabrina (OS/ASPR/IO) <[Sabrina.Bousbar@hhs.gov](mailto:Sabrina.Bousbar@hhs.gov)>  
**Cc:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Corbett, Kizzmekia (NIH/OD) [E] <(b)(6)@nih.gov>; Hiatt, Nissa (NIH/VRC) [C] <(b)(6)@nih.gov>  
**Subject:** RE: CCC Monday Event

Thank you Courtney! And Dr. Corbett, it's great to connect.

We thought you may be a phenomenal voice to join this call with our COVID Community Corps on the day all adults in U.S. will be eligible for vaccine, since you're such an effective messenger with younger people (who benefit from this eligibility!). We'd be happy to provide more info if helpful. Let us know if you're interested!

---

**From:** Billet, Courtney (NIH/NIAID) [E] <(b)(6)@niaid.nih.gov>  
**Sent:** Friday, April 16, 2021 2:01 PM  
**To:** Bousbar, Sabrina (OS/ASPR/IO) <[Sabrina.Bousbar@hhs.gov](mailto:Sabrina.Bousbar@hhs.gov)>  
**Cc:** Sams, Ian (HHS/ASPA) <[Ian.Sams@hhs.gov](mailto:Ian.Sams@hhs.gov)>; Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Corbett, Kizzmekia (NIH/OD) [E] <(b)(6)@nih.gov>; Hiatt, Nissa (NIH/VRC) [C] <(b)(6)@nih.gov>  
**Subject:** RE: CCC Monday Event

Hi Sabrina – thanks for reaching out, and nice to meet you. I'm connecting you directly with Dr. Corbett and with Nissa Hiatt, who helps Dr. Corbett navigate her many invitations. They can best speak to Dr. Corbett's availability to do this with the Surgeon General on Monday evening. Thank you!

---

**From:** Bousbar, Sabrina (OS/ASPR/IO) <[Sabrina.Bousbar@hhs.gov](mailto:Sabrina.Bousbar@hhs.gov)>  
**Sent:** Friday, April 16, 2021 1:52 PM  
**To:** Billet, Courtney (NIH/NIAID) [E] <(b)(6)@niaid.nih.gov>  
**Cc:** Sams, Ian (HHS/ASPA) <[Ian.Sams@hhs.gov](mailto:Ian.Sams@hhs.gov)>; Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Subject:** CCC Monday Event

Good Afternoon Courtney,

My name is Sabrina Bousbar and I help with our COVID-19 Community Corps (CCC) efforts! We are having a call with Dr. Murthy and our CCC members on Monday at 6:30pm and would love Dr Kizzy Corbett be a part of the event with Dr Murthy. Would she be available from 6:15pm-7pm on Monday to do this event?

The event is planned to go as:

- Dr Murthy Kick's Off the call
- Introduces Dr Kizzy Corbett
- Dr Kizzy Corbett gives a few remarks about the importance of all adults being eligible and getting vaccinated with confidence
- 3-4 Q&A
- Dr Murthy closes event

We are hoping Dr Corbett can join us and am looking forward to your reply. Thanks!

All the best,  
Sabrina Bousbar (she/her/hers)  
*Special Assistant for COVID Response*  
U.S. Department of Health and Human Services  
Cell: 202 (b)(6) | [sabrina.bousbar@hhs.gov](mailto:sabrina.bousbar@hhs.gov)

**Sender:** <Kristina.Schake@hhs.gov>

Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>;

**Recipient:** Sams, Ian (HHS/ASPA) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=486e1c5f2f544391bfd4b50abc329b44-Sams, Ian  
<Ian.Sams@hhs.gov>

**Sent Date:** 2021/04/17 22:46:07

**Delivered Date:** 2021/04/17 22:46:08

**Message Flags:** Unsent

*A campaign to increase vaccine confidence while reinforcing basic prevention measures*



# HHS COVID-19 and Flu Public Education Campaign

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March 30, 2021





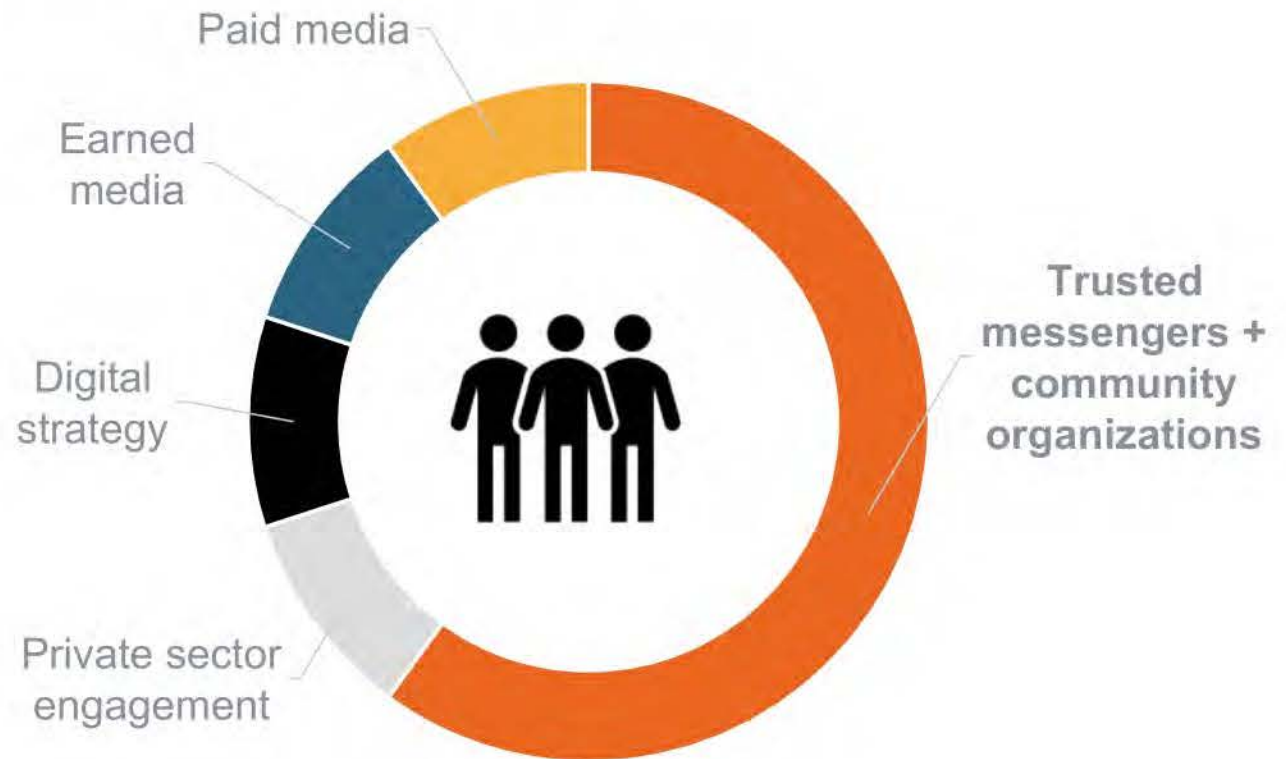
# Goals

1. Educate Americans on how they can protect themselves and slow the spread of COVID-19
2. Build trust in the vaccines so more American are ready to take them
3. Increase vaccine uptake by educating Americans about how and where to get vaccinated

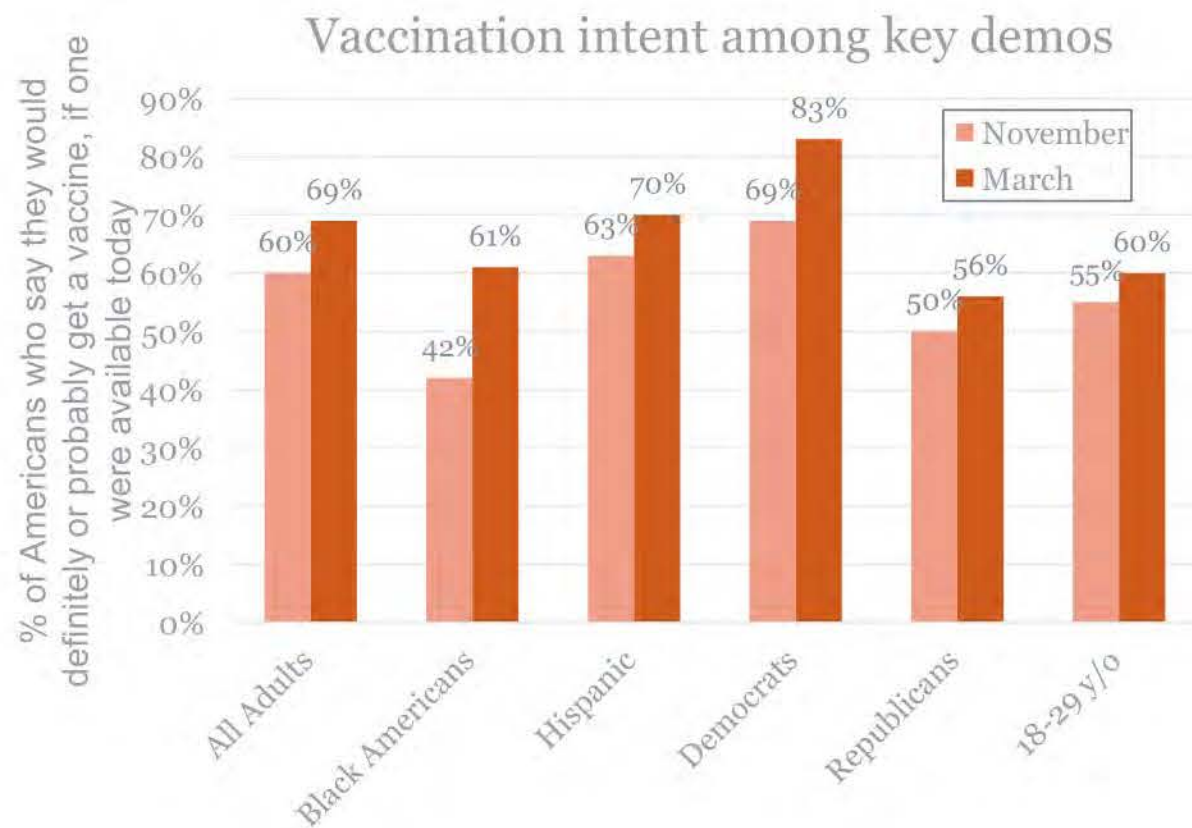
The public education campaign will include five key work streams targeted at four distinct audiences: community engagement, funding, and trusted messengers; corporate partnerships; digital strategy; earned media; and paid media.

# Public Education Campaign will build vaccine confidence through five core elements

- Research shows that trusted messengers are the most effective tool with the most hesitant groups. Therefore, our largest effort will be on empowering them to carry the message and to fund grassroots efforts on the ground. While important, paid media is only a small portion of our overall program. We will also have a robust digital and earned media strategy that includes efforts from across the government, and will work closely with the private sector to promote public education messaging and to take actions that encourage vaccination.



# Vaccine enthusiasm increasing



## Four Key Target Audiences

1. **Black Communities**  
**Hispanic Communities**  
**Conservatives**  
**Young people**



# Announcements This Week

Thursday, April 1 COVID 19 COMMUNITY  
CORPS PAID MEDIA CAMPAIGN “WE  
CAN DO THIS”

*A campaign to increase vaccine confidence while reinforcing basic prevention measures*



# COVID-19 Community Corps: Trusted Messenger Efforts

HHS COVID-19 and Flu Public Education Campaign

*Draft for Discussion Purposes Only/Pre-Decisional*

Trusted Partnerships Matter

Effectively deliver messages and strategies

Validate the credibility of information

Address mis- and disinformation

Help create a feedback loop for addressing questions and concerns

Bridge the gap between healthcare providers and patients

Examples of trusted community messengers:



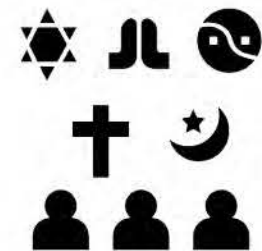
**Community  
Health Workers**



**Pharmacists**



**Nurses**



**Faith Leaders**



# COVID19 Community Corps (CCC)



COVID-19 Community Corps will be an effort to galvanize trusted messengers in local communities to encourage friends, family, and neighbors to get vaccinated. The program will be to provide toolkits and resources for Community Corps members to organize within their organizations, communities, and more to help build vaccine confidence throughout the country. Community Corps members will receive weekly updates on the latest scientific and medical updates, talking points about the vaccine, social media suggestions, infographics, factsheets with timely, accurate information, and tools on ways to help people get registered and vaccinated.

# COVID-19 Community Corps Plan

## Partners

- We have confirmed a variety of partners that are a part of the following categories: Medical Orgs (doctors, nurses, public health); Af-Am Leaders; Latino Leaders; Faith Leaders; Rural Groups; Community Leaders (kind of a catch all category like SEIU); Entertainment (Sports leagues, celebrities, athletes). Our partners will be trusted messengers and partake in programs led by CCC.

## Individuals

- Individuals will be able to sign up and participate in receiving the latest information through weekly emails, partake in virtual events, and be given the materials to be trusted messengers in their communities.

# The Ask to Partners

- Become an official member of the COVID-19 Community CorpsParticipate in Share the Mic virtual events: This will include using your social platform to uplift vaccine confidence with health workers like doctors, nurses, pediatricians, and more. There will be more official guidance on the program to come in the next few weeks. Collaborate and distribute Community Corps and We Can Do This Campaign content to your networks. We will provide weekly emails with information and toolkits. In the second wave of the program (May) develop and host events to sponsor/administer vaccines. In addition, participate in virtual events such as townhalls, panels, concerts, etc. More detail to come.We ask they commit to all asks but understand if they would like to sign on as just a community corps member.



# Our Partners Include

- American Public Health Association  
America Medical Association  
SEIU  
NAACP  
Civic Nation  
PGA Tour  
NASCAR  
Faith in Action  
COVID Collaborative  
MLB

*We plan to have more than 100 partners signed up for our Thursday release!*

*A campaign to increase vaccine confidence while reinforcing basic prevention measures*

# Paid Media

## HHS COVID-19 and Flu Public Education Campaign

*Draft for Discussion Purposes Only/Pre-Decisional*

# Paid Media

*Our paid media creative will be phased to match the expected supply and demand of the vaccine, as well as the information Americans are looking for. This will be tailored to fit specific audiences.*

## Slow the spread

Run March – April Target hardest-hit communities by cases and demographics Highlight new COVID-19 variants as a reason to continue wearing a mask, keeping distance, and getting vaccine in-turn Use radio, social, print, and digital (no TV component)

## Prepare the nation

Run March – July Target adults age 18+ actively searching for information on or curious about vaccine Answer top questions about the vaccines Run online-only in English and Spanish, through paid social, digital display, and search engine marketing

## Vaccination (Wave 1)

Run April – May Target seniors age 65+ across demographic groups, by 65+ population and hesitancy Build confidence and remind vaccine-ready individuals to get vaccinated Use all channels including TV, radio, print, out-of-home ads (e.g., billboards), social, and digital



# ‘We Can Do This’ campaign umbrella to promote vaccination

## Why “We Can Do This”

- Developed 11 campaign identities, tested 5 – “We Can Do This” was most effective among key audiencesAn optimistic rallying cry and reminder of strength, trustworthiness, and unity

## Campaign Visual Identity



*A campaign to increase vaccine confidence while reinforcing basic prevention measures*

# Graphics and Designs

## HHS COVID-19 and Flu Public Education Campaign

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# Total Market





# Hispanic

**Headline:** Ni un paso atrás contra el COVID y otras variantes del virus.

*Not one step back against COVID and new forms of the virus.*

**Full post copy:** Vacúnate cuando sea tu turno. Sigue usando mascarillas, mantén 6 pies de distancia y evita multitudes para ayudar a frenar la propagación del COVID y de otras variantes del virus.

*When your turn comes, get vaccinated. Wear a mask, stay at least 6 feet away from other people, and avoid crowds to help slow the spread of COVID and new forms of the virus. Below Photo: Frenemos la propagación del COVID Let's slow the spread of COVID*

Draft for Discussion Purposes Only/Pre-Decisional



tion Campaign

17

# Black / African American





# American Indian / Alaska Native

Headline: I continue to do my part for all our people. Full Post copy: I'm waiting my turn to get the vaccine, and I don't want to take any chances in the meantime. Wearing a well-fitted mask, avoiding crowds, and social distancing will help me stay safe against new forms of the virus. Mask up. Keep six feet apart. Get the vaccine when it's your turn. Learn more at [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

*Draft for Discussion Purposes Only/Pre-Decisional*



mpaign



# AAPI (Mandarin)

English

SourceHeadline:

New forms of  
the virus, same

**fight!** It's been a long year of change. And now, even COVID is changing—with new forms of the virus called variants that may spread more easily. But one thing is the same: our determination to help slow the spread of COVID. If we remain vigilant and continue what we've been doing—wearing masks, keeping 6 feet apart, and getting vaccinated when it's our turn—we can beat this virus together.

CTA: Learn more at  
[cdc.gov/coronavirus](https://cdc.gov/coronavirus) Disclaimer: Brought to you by the U.S.  
Department of Health and Human  
Services

Chinese

SimplifiedHeadline

:持续对抗 新变种病毒

Body: 这是漫长的一年，而现在就连COVID疫情也出现了变化，新的变种病毒可能更容易传播。然而所有人想要减缓COVID蔓延的决心，并没有改变。如果大家提高警觉，继续佩戴口罩、保持六英尺的社交距离，并在符合资格时都前往接种疫苗，我们就能携手战胜病毒。

CTA: 了解更多，请上  
[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Disclaimer: 以上资讯由HHS美国卫生及公众服务部提供。



**持续对抗  
新变种病毒**

这是漫长的一年，而现在就连COVID疫情也出现了变化，新的变种病毒可能更容易传播。然而所有人想要减缓COVID蔓延的决心，并没有改变。如果大家提高警觉，继续佩戴口罩，保持六英尺的社交距离，并在符合资格时都前往接种疫苗，我们就能携手战胜病毒。

了解更多，请上 [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

**抗击疫情  
我们做不到!**

以上资讯由HHS美国卫生及公众服务部提供。

Draft for Discussion Purposes Only/Pre-Decisional  
For internal communications only/Pre-Decisional

# Wave 1 Vaccination TV Ads



*Draft for Discussion Purposes Only/Pre-Decisional*

HHS COVID-19 and Flu Public Education Campaign

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*A campaign to increase vaccine confidence while reinforcing basic prevention measures*

# Launch Plan

## HHS COVID-19 and Flu Public Education Campaign

*Draft for Discussion Purposes Only/Pre-Decisional*



# Tick Tock

Wednesday, March 31 Final CCC toolkit is locked in and ready for Thursday morning send out Background Call with reporters TV Doctors Call for CCC launch

Thursday, April 1 Embargo lifts Press release goes out VPOTUS event with Community Corps Members Potential Morning TV for Leaders + Community Corps

*A campaign to increase vaccine confidence while reinforcing basic prevention measures*

# Thank you!

## HHS COVID-19 and Flu Public Education Campaign

*Draft for Discussion Purposes Only/Pre-Decisional*

**To:** Nicole Lettiere <nicole@propperdaley.com>  
**CC:** Greg Propper <greg@propperdaley.com>  
**Subject:** RE: Request  
**Date:** 2021/03/30 17:05:13  
**Priority:** Normal  
**Type:** Note

Whoopi Goldberg and

**From:** Nicole Lettiere <nicole@propperdaley.com>  
**Sent:** Tuesday, March 30, 2021 5:00 PM  
**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Cc:** Greg Propper <greg@propperdaley.com>  
**Subject:** Re: Request

Evaluation Only. Created with Aspose.HTML. Copyright 2013-2020 Aspose Pty Ltd. here are any notable individuals we should share along with the list of organizations you shared yesterday.

Thanks again!

**NICOLE LETTIERE**

ASSOCIATE DIRECTOR, CLIENT SERVICES | [PROPPER DALEY](#)  
310 (b)(6) LOS ANGELES, CA

On Tue, Mar 30, 2021 at 1:52 PM Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)> wrote:  
Yes, the ask right now is the press release. She does not need to commit to the IG Live right now – that's just an idea of the type of thing we could do in the future through the Community Corps. Unfortunately I can't share the release from the White House ahead of time, but it just outlines the program and lists the organizations and people who have signed up so far, which is at 202 as of right now, will probably be 250 by Thursday.

**From:** Nicole Lettiere <[nicole@propperdaley.com](mailto:nicole@propperdaley.com)>  
**Sent:** Tuesday, March 30, 2021 4:38 PM  
**To:** Greg Propper <[greg@propperdaley.com](mailto:greg@propperdaley.com)>  
**Cc:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Subject:** Re: Request

Thanks, Kristina! To confirm, the current ask is to join Community Corps in name for Thursday's press release and/or do an IG Live with Dr. Fauci or Dr. Corbett at some point. Is that right?

Of course, the most timely is the release. Do you happen to have a draft that I could share with her and her PR team? If not, no problem at all. We can get a gut check and follow up if it is feasible with her J&J partnership terms.



**NICOLE LETTIERE**

ASSOCIATE DIRECTOR, CLIENT SERVICES | [PROPPER DALEY](#)  
310 (b)(5) LOS ANGELES, CA

On Tue, Mar 30, 2021 at 6:45 AM Greg Propper <[greg@propperdaley.com](mailto:greg@propperdaley.com)>wrote:  
Thank you so much!

On Tue, Mar 30, 2021 at 5:57 AM Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>wrote:  
Hi Nicole!

- • No pharma companies are involved.
- • A few of the groups who we will announce as members on Thursday are: the American Medical Association, Major League Baseball, NASCAR, Faith in Action, the Farm Bureau, the Chamber of Commerce, the NAACP, United States Hispanic Chamber of Commerce, Asian/Pacific Islander American Chamber of Commerce & Entrepreneurship, and National Minority Health Association. We are building the list now but expect about 75 organizations to be announced on Thursday.
- • There are no requirements. This is a coalition of organizations and people who are trusted messengers to their community who want to help us education Americans about the vaccine. HHS will send the members an email of timely info on the vaccines each week (we can send it to you for her) because our members need it to communicate with their followers. As part of Community Corps, we will be doing a Share the Mic program, linking members with large followings with medical experts to have conversations about the vaccine. Our hope is that she would do one at some point with either Dr. Fauci or Dr. Corbett.
- • The event with the VP is at 9:15 am ET on Thursday so too early on the west coast! We know she isn't available on Thursday so will look to do something together in the future if she is interested.

**From:** Nicole Lettiere <[nicole@propperdaley.com](mailto:nicole@propperdaley.com)>  
**Sent:** Monday, March 29, 2021 9:10 PM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** [greg@propperdaley.com](mailto:greg@propperdaley.com)  
**Subject:** Re: Request

Kristina, I'm happy to chime in here! Thanks for sharing this background. Sounds like a great initiative.

I manage Kerry's advocacy work at Propper Daley so I can get this ask to her asap. As Greg mentioned, she has been on a hiatus for March so our communication is somewhat limited. I will do my absolute best to get you a quick answer, nonetheless!

Before I reach out, a couple quick follow up questions for you:

- • Are any of the pharmaceutical companies involved or supporting this in any way?
- • Who will be in the audience? It would be great if you could share a few more of the member organizations, who might be joining from their end, and if there are any other folks listening in to the zoom.
- • Are there any requirements to join the COVID Community Corps? Or is it really just in name for the announcement and then she can post as information comes up if she would like?

**NICOLE LETTIERE**

ASSOCIATE DIRECTOR, CLIENT SERVICES | [PROPPER DALEY](#)  
310 (b)(6) | LOS ANGELES, CA

On Mon, Mar 29, 2021 at 5:52 PM Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>wrote:  
No issues with her relationship with J&J because as a Community Corps member she will not be provided confidential info. All fine on our end.

Sent from my iPhone

On Mar 29, 2021, at 8:26 PM, [greg@propperdaley.com](mailto:greg@propperdaley.com) wrote:

Thank you! Standing by.

Sent from my iPhone

On Mar 29, 2021, at 5:25 PM, Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>wrote:

Will find out about J&J right away. Would love to include her name even if she can't attend the zoom.  
Thanks Greg!

Sent from my iPhone

On Mar 29, 2021, at 8:09 PM, Greg Propper <[greg@propperdaley.com](mailto:greg@propperdaley.com)>wrote:

Hello! This is great. Let me check real quick to see what's possible.

One note- she has a formal relationship with J&J (through her relationship with Neutrogena)...just making sure that wouldn't be an issue?

KW is on "leave" for a month to be with her family and went dark on social and hasn't been doing anything public. She is formally back at the end of this week. So the Thurs event may be tough, but let me see if we can get an answer to listing her name and will ask about the event also just in case!

On Mon, Mar 29, 2021 at 4:22 PM Greg Propper <[greg@propperdaley.com](mailto:greg@propperdaley.com)>wrote:



hello! so sorry been stuck in a zoom with a client. Off in a few mins and will look through all of this- just didn't want you to think I was ignoring you! x

On Mon, Mar 29, 2021 at 4:18 PM Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>wrote:  
One new development – the Vice President will be doing a Zoom with a few members of the Community Corps on Thursday morning. If Kerry Washington wants to join us for this project, we would love to have her join that Zoom to kick off the program.

---

**From:** Schake, Kristina (HHS/IOS)  
**Sent:** Monday, March 29, 2021 5:27 PM  
**To:** [greg@propperdaley.com](mailto:greg@propperdaley.com)  
**Subject:** Request

Greg, I already have a request for you! The White House is announcing a new initiative on Thursday called the Covid 19 Community Corps, which is a coalition of organizations and individuals committed to reaching their fellow Americans with accurate, timely vaccine information and encouraging vaccination. We are announcing it with a number of organizations as members, including the NAACP, MLB, NASCAR, National Association of Broadcasters etc. Our goal is to work with organizations with large memberships and followings to help us reach their networks with vaccine info. We would love to add a few celebrities to the mix and are wondering if Kerry Washington might be willing to lend her name to it. That would mean we would include her name on the White House press release on Thursday, we would send you vaccine information every week in the hopes that she may want to occasionally post about it, and we would look for ways to do more together going forward.

One part of the Community Corps we will be building out is Share the Mic and thought she would be amazing to do one with Dr. Fauci or Dr. Kizzmekia Corbett, the researcher behind the Covid vaccine.

We would love it if she would lend her name to the announcement and we could find ways to work together going forward. Thanks for considering it!

--  
**GREG PROPPER**  
PRESIDENT | [PROPPER DALEY](mailto:PROPPER DALEY)  
323-(b)(6) | LOS ANGELES, CA

--  
**GREG PROPPER**  
PRESIDENT | [PROPPER DALEY](mailto:PROPPER DALEY)  
323-(b)(6) | LOS ANGELES, CA

<20210324 DRAFT\_SS21 Flow Brand campaign.docx>  
<Community Corps Become a Member .pdf>



--  
**GREG PROPPER**

PRESIDENT | PROPPER DALEY  
323 (b)(6) | LOS ANGELES, CA

**Recipient:** Nicole Lettiere <nicole@propperdaley.com>;  
Greg Propper <greg@propperdaley.com>

**Sent Date:** 2021/03/30 17:04:47

**Delivered Date:** 2021/03/30 17:05:13

**Message Flags:** Unsent

Withheld pursuant to exemption

Obtained via FOIA by Judicial Watch Inc.

(b)(5)

of the Freedom of Information Act

Berner, Kate EOP/WHO <(b)(6)@who.eop.gov>;  
**To:** Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50  
<(b)(6)@who.eop.gov>

**Subject:** April 19 - May Plan

**Date:** 2021/04/07 21:19:23

**Priority:** Normal

**Type:** Note

Attached is the work plan from April 19 – May with Marissa and Clarke’s additions. Please make any additions and add assignments. I will talk to Rob in the morning about Clarke, but I added her name to the major Share the Mics. Once I have your edits, I will circulate to the group before tomorrow’s 2:30.

For our Anita agenda here’s what I have. Please make any edits.

(b)(5)

Berner, Kate EOP/WHO <Katherine.Berner@who.eop.gov>;  
**Recipient:** Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50  
<(b)(6)@who.eop.gov>

**Sent Date:** 2021/04/07 21:18:29

**Delivered Date:** 2021/04/07 21:19:23

**Message Flags:** Unread Unsent





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of the Freedom of Information Act

**To:** Murthy, Vivek (HHS/OASH) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=79d446b2c25f4539a0c04237a1c1967c-Murthy, Viv <Vivek.Murthy@hhs.gov>;  
Beckman, Adam (HHS/OASH) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2a00f6f6ceac04289866d64b3d44f8187-Beckman, Ad <Adam.Beckman@hhs.gov>

**Subject:** POTUS / VP Community Corps Briefing Thursday

**Date:** 2021/04/06 15:31:24

**Priority:** Normal

**Type:** Note

I'm putting together the info for Wednesday afternoon. Below is the latest data on vaccine confidence per your first point.

The other info we are collecting is -

- Number of organizations in Community Corps, description of the types of groups, and best examples
- Materials that we are providing to the Community Corps this week in our first distribution
- Corps plans from here
- Info on how we are proactively reaching underserved and minority communities

**Recipient:** Murthy, Vivek (HHS/OASH) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=79d446b2c25f4539a0c04237a1c1967c-Murthy, Viv <Vivek.Murthy@hhs.gov>;  
Beckman, Adam (HHS/OASH) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2a00f6f6ceac04289866d64b3d44f8187-Beckman, Ad <Adam.Beckman@hhs.gov>

**Sent Date:** 2021/04/06 15:31:02

**Delivered Date:** 2021/04/06 15:31:24

**Message Flags:** Unread Unsent



Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50 (b)(6)@who.eop.gov>;  
**To:** Wakana, Benjamin (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=766a559cd890417abc6b3df0cb2f1509-Contact\_807 (b)(6)@who.eop.gov>;  
 Berner, Kate EOP/WHO <(b)(6)@who.eop.gov>  
**CC:** Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa <Sabrina.Bousbar@hhs.gov>  
**Subject:** Corps Updated Documents  
**Date:** 2021/03/22 17:28:27  
**Priority:** Normal  
**Type:** Note

Attached are our updated documents for Community Corps – the first one is our target list, and second is the program overview. Will you take a look at the program overview and let us know if you have any changes or suggestions? Rob and Clarke reviewed and are good with Share the Mic and the Content program.

Courtney, (b)(5)

(b)(5)

Ben, I was going to send this to Josh, Adrian and Will to get their input next.

Sabrina, Clarke and I are still (b)(5)

(b)(5) Will report back soon.

Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50 (b)(6)@who.eop.gov>;  
**Recipient:** Wakana, Benjamin (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=766a559cd890417abc6b3df0cb2f1509-Contact\_807 (b)(6)@who.eop.gov>;  
 Berner, Kate EOP/WHO <(b)(6)@who.eop.gov>;  
 Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa <Sabrina.Bousbar@hhs.gov>  
**Sent Date:** 2021/03/22 16:57:54  
**Delivered Date:** 2021/03/22 17:28:27  
**Message Flags:** Unsent

Warsh, Jonathan (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=179dfe2cbee146129aec0a5c5ab1db4b-Warsh, Jona  
**To:** <Jonathan.Warsh@hhs.gov>;  
Peck, Joshua (HHS/ASPA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dbad47f7ad94467d8f7f47233036d390-Peck, Joshu  
<Joshua.Peck@hhs.gov>

**CC:** Anderson, Charlie D. EOP/WHO (b)(6) @who.eop.gov>

**Subject:** RE: Info for CBOs on community corps

**Date:** 2021/04/14 09:13:24

**Priority:** Normal

**Type:** Note

Glad you are doing this. A few edits to the description below –

(b)(5)

**From:** Warsh, Jonathan (OS/ASPR/IO) <Jonathan.Warsh@hhs.gov>  
**Sent:** Wednesday, April 14, 2021 8:53 AM  
**To:** Peck, Joshua (HHS/ASPA) <Joshua.Peck@hhs.gov>; Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Cc:** Anderson, Charlie D. EOP/WHO <(b)(6)@who.eop.gov>  
**Subject:** Info for CBOs on community corps

Hi Josh, Kristina –

Charlie and I are putting together a short document for CBOs and faith based organizations on how to access funds made available through CDC, ACL, HRSA, etc. for vaccine outreach and other community support.

We want to include a short section on the community corps as well. Can you take a look at the language below and tell me if this works? If you could also add a sentence or two on what we're asking corps members to do, we'd appreciate it. Finally, would be great if you could give us the latest numbers as of today.

Thanks,  
Jonathan

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(b)(5)

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Jonathan Warsh  
Senior Policy Advisor, COVID-19 Response  
[Jonathan.Warsh@hhs.gov](mailto:Jonathan.Warsh@hhs.gov) | 202 (b)(6)

Warsh, Jonathan (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=179dfe2cbee146129aec0a5c5ab1db4b-Warsh, Jona  
<Jonathan.Warsh@hhs.gov>;  
**Recipient:** Peck, Joshua (HHS/ASPA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dbad47f7ad94467d8f7f47233036d390-Peck, Joshu  
<Joshua.Peck@hhs.gov>;  
Anderson, Charlie D. EOP/WHO <(b)(6)@who.eop.gov>

**Sent Date:** 2021/04/14 09:04:27

**Delivered Date:** 2021/04/14 09:13:24

**Message Flags:** Unsent





**To:** <sachsel62@me.com>  
**Subject:** Community Corps  
**Date:** 2021/03/30 15:37:25  
**Priority:** Normal  
**Type:** Note

Hi Shawn. I know we are talking at 5:30 today. Just wanted to send ahead a project we are putting together and Vice President Harris will announce on Thursday. I thought some of the people you represent might be interested.

**Recipient:** <sachsel62@me.com>  
**Sent Date:** 2021/03/30 15:37:08  
**Delivered Date:** 2021/03/30 15:37:25  
**Message Flags:** Unread Unsent

Hamburger, Tanya (CDC/DDNID/NCCDPPH/DDT) /o=ExchangeLabs/ou=Exchange Administrative Group  
**To:** (FYDIBOHF23SPDLT)/cn=Recipients/cn=8acf632ab77f45c1b02b384f7a402a2c-Johnson, Ta  
(b)(6) cdc.gov>  
**Subject:** CCC Structure  
**Date:** 2021/04/08 12:59:46  
**Priority:** Normal  
**Type:** Note

Tanya, here were some early notes I had on structure for your consideration.

Tanya: Leads CCC and Share the Mic

Yvanna/Sabrina Advisors: Yvanna helps with the IEA aspect and Sabrina on behalf of what Kristina needs done

Sam: Content/Comms

Digital: Corby and Ian's person starts on Monday – she will be a great team member and can take a ton of the work for the weekly email

On tomorrow's call with the WH let's define roles. I don't think

I think we should also work with Ben/create a bigger arching plan of teams and who does what when it comes to COVID-19 Community Corps? Just reading his email seems like WH wants to lead, Yvanna brought up that we should get clarified: Is this is a HHS led program with WH support or a led WH initiative with HHS stamped on it? I think it's the first, but with that we should probably work tomorrow at the meeting how we structure communication and input on all CCC stuff.

Hamburger, Tanya (CDC/DDNID/NCCDPPH/DDT) /o=ExchangeLabs/ou=Exchange Administrative Group  
**Recipient:** (FYDIBOHF23SPDLT)/cn=Recipients/cn=8acf632ab77f45c1b02b384f7a402a2c-Johnson, Ta  
(b)(6) cdc.gov>  
**Sent Date:** 2021/04/08 12:58:54  
**Delivered Date:** 2021/04/08 12:59:46  
**Message Flags:** Unsent



**To:** Rogers, Melissa EOP/WHO <(b)(6)@who.eop.gov>;  
 Dickson, Josh J. EOP/WHO <(b)(6)@who.eop.gov>;  
 Saenz, Adrian EOP/WHO <(b)(6)@who.eop.gov>;  
 McIntee, William T. EOP/WHO <(b)(6)@who.eop.gov>  
 Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
 (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
 <Sabrina.Bousbar@hhs.gov>;  
**CC:** Wakana, Benjamin (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group  
 (FYDIBOHF23SPDLT)/cn=Recipients/cn=766a559cd890417abc6b3df0cb2f1509-Contact\_807  
 (b)(6)@who.eop.gov>;  
 Clarke.Humphrey /o=ExchangeLabs/ou=Exchange Administrative Group  
 (FYDIBOHF23SPDLT)/cn=Recipients/cn=user3b266449 (b)(6)@who.eop.gov>  
**Subject:** Corps Members Tweet  
**Date:** 2021/04/05 20:55:16  
**Priority:** Normal  
**Type:** Note

Adrian, Melissa, Josh and Will – one of our Community Corps members Made to Save is launch a big campaign tomorrow that we want to lift up from the White House task force twitter account. We want to mention three of the other organizations that have joined the Corps too since we announced it last Thursday. We now have 4000 members so it is a hard to select which ones. A few we flagged for consideration are the Independence Fund, Red Cross, Big Cities Health Coalition, Equality Health, and Autism Society.

We launched the COVID-19 community corps with 275 founding members. Since then, more than 4,000 organizations have signed up. Thanks to @newgroup, @newgroup and @newgroup for joining.

+++

Increasing access to COVID-19 vaccines, empowering communities, and providing information in hardest-hit areas are key to turning a page on the pandemic. That's why we're thrilled by the launch of our new Community Corps member @ItsMadeToSave—to do just that.

**Recipient:** Rogers, Melissa EOP/WHO <(b)(6)@who.eop.gov>;  
 Dickson, Josh J. EOP/WHO <(b)(6)@who.eop.gov>;  
 Saenz, Adrian EOP/WHO <(b)(6)@who.eop.gov>;  
 McIntee, William T. EOP/WHO <(b)(6)@who.eop.gov>;  
 Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
 (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
 <Sabrina.Bousbar@hhs.gov>;  
 Wakana, Benjamin (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group  
 (FYDIBOHF23SPDLT)/cn=Recipients/cn=766a559cd890417abc6b3df0cb2f1509-Contact\_807  
 (b)(6)@who.eop.gov>;  
 Clarke.Humphrey /o=ExchangeLabs/ou=Exchange Administrative Group  
 (FYDIBOHF23SPDLT)/cn=Recipients/cn=user3b266449 (b)(6)@who.eop.gov>  
**Sent Date:** 2021/04/05 20:54:32  
**Delivered Date:** 2021/04/05 20:55:16  
**Message Flags:** Unread Unsent

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(b)(5).

of the Freedom of Information Act



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(b)(5)

of the Freedom of Information Act

**From:** <Kristina.Schake@hhs.gov>

Evaluation Only. Created with Aspose.HTML. Copyright 2013-2020 Aspose Pty

**To:** Ltd.OHF23SPDLT)/cn=Recipients/cn=b823159c628641fb89934ad67912edff-Pearlman, A  
<Aj.Pearlman@hhs.gov>

**Subject:** Re: Consultant Contract?

**Date:** 2021/04/15 22:20:47

**Priority:** Normal

**Type:** Note

I will give you the back story in person but I really need someone who has time to take on new projects.

Sent from my iPhone

On Apr 15, 2021, at 9:57 PM, Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>wrote:

Only partly.

---

**From:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>

**Sent:** Thursday, April 15, 2021 9:24 PM

**To:** Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>

**Subject:** Re: Consultant Contract?

I think you are joking but am not sure!

Sent from my iPhone

On Apr 15, 2021, at 8:50 PM, Pearlman, Aj (HHS/IOS) <[Aj.Pearlman@hhs.gov](mailto:Aj.Pearlman@hhs.gov)>wrote:

Josh?

---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>

**Sent:** Thursday, April 15, 2021 8:40 PM

**To:** Pearlman, Aj (HHS/IOS) <[Aj.Pearlman@hhs.gov](mailto:Aj.Pearlman@hhs.gov)>

**Subject:** RE: Consultant Contract?

Great. Will do. I hate to bring endless issues to you, but (b)(5) The White House gave me another big project tonight and I am going to (b)(5)

(b)(5)

(b)(5) Wow there is so much to do from the White House! It is good they trust us to do it, I just want to make sure I can deliver. That is a longer term issue though – I really need help with the next 6 critical weeks.

---

**From:** Pearlman, Aj (HHS/IOS) <[Aj.Pearlman@hhs.gov](mailto:Aj.Pearlman@hhs.gov)>  
**Sent:** Thursday, April 15, 2021 7:37 PM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Bousbar, Sabrina (OS/ASPR/IO) <[Sabrina.Bousbar@hhs.gov](mailto:Sabrina.Bousbar@hhs.gov)>  
**Subject:** RE: Consultant Contract?

Yes, just like that! You are the boss. ☐

Just tell them (b)(5)

(b)(5)

It's not a matter of how to get to yes, it's about getting you what you need.

AJ

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**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Thursday, April 15, 2021 6:43 PM  
**To:** Pearlman, Aj (HHS/IOS) <[Aj.Pearlman@hhs.gov](mailto:Aj.Pearlman@hhs.gov)>; Bousbar, Sabrina (OS/ASPR/IO) <[Sabrina.Bousbar@hhs.gov](mailto:Sabrina.Bousbar@hhs.gov)>  
**Subject:** FW: Consultant Contract?

Any advice on (b)(5)

(b)(5)

---

**From:** Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <(b)(6)@cdc.gov>  
**Sent:** Thursday, April 15, 2021 6:33 PM  
**To:** Pearlman, Aj (HHS/IOS) <[Aj.Pearlman@hhs.gov](mailto:Aj.Pearlman@hhs.gov)>; Berger, Sherri (CDC/OCOO/OD) <(b)(6)@cdc.gov>; Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Tumpey, Abigail (CDC/DDPHSS/CSELS/OD) <(b)(6)@cdc.gov>  
**Cc:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) <(b)(6)@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD) <(b)(6)@cdc.gov>  
**Subject:** RE: Consultant Contract?

I believe (b)(5)

(b)(5)

Thanks

Cynthia

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**From:** Pearlman, Aj (HHS/IOS) <[Aj.Pearlman@hhs.gov](mailto:Aj.Pearlman@hhs.gov)>  
**Sent:** Thursday, April 15, 2021 5:40 PM  
**To:** Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) <(b)(6)@cdc.gov>; Berger, Sherri (CDC/OCOO/OD) <(b)(6)@cdc.gov>; Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>; Tumpey, Abigail (CDC/DDPHSS/CSELS/OD) <(b)(6)@cdc.gov>  
**Cc:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) <(b)(6)@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD)



(b)(6)@cdc.gov>

**Subject:** RE: Consultant Contract?

Awesome.

---

**From:** Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) (b)(6)@cdc.gov>

**Sent:** Thursday, April 15, 2021 5:35 PM

**To:** Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>; Berger, Sherri (CDC/OCOO/OD) (b)(6)@cdc.gov>; Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>; Tumpey, Abbigail (CDC/DDPHSS/CSELS/OD)

(b)(6)@cdc.gov>

**Cc:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD)

(b)(6)@cdc.gov>

**Subject:** RE: Consultant Contract?

I'm also checking with Weber Shandwick. I'll be back in touch.

Cynthia

---

**From:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)@cdc.gov>

**Sent:** Thursday, April 15, 2021 4:25 PM

**To:** Berger, Sherri (CDC/OCOO/OD) (b)(6)@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD)

(b)(6)@cdc.gov>

**Cc:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>; Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>; Tumpey, Abbigail (CDC/DDPHSS/CSELS/OD) (b)(6)@cdc.gov>; Jorgensen, Cynthia (CDC/DDID/NCIRD/OD) (b)(6)@cdc.gov>

**Subject:** RE: Consultant Contract?

Including Cynthia to see if the Weber Shandwick contract is an option.

---

**From:** Berger, Sherri (CDC/OCOO/OD) (b)(6)@cdc.gov>

**Sent:** Thursday, April 15, 2021 4:16 PM

**To:** Nordlund, Kristen (CDC/DDID/NCIRD/OD) (b)(6)@cdc.gov>; OConnor, John (CDC/DDID/NCEZID/OD)

(b)(6)@cdc.gov>

**Cc:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>; Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>; Tumpey, Abbigail (CDC/DDPHSS/CSELS/OD) (b)(6)@cdc.gov>

**Subject:** FW: Consultant Contract?

Please see below, do either of you have a contract HHS/IOS could leverage?

AJ – you may want to ask a few other OpDivs.

Thanks

---

**From:** Scott-Morgan, Tina (CDC/OD/OADC) (b)(6)@cdc.gov>

**Sent:** Thursday, April 15, 2021 3:12 PM

**To:** Bonds, Michelle E. (CDC/OD/OADC) (b)(6)@cdc.gov>; Berger, Sherri (CDC/OCOO/OD)

(b)(6)@cdc.gov>; Tumpey, Abbigail (CDC/DDPHSS/CSELS/OD) (b)(6)@cdc.gov>

**Cc:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>; Pearlman, Aj (HHS/IOS)

<Aj.Pearlman@hhs.gov>

**Subject:** RE: Consultant Contract?

Good afternoon,

Thank you for your patience. Unfortunately, OADC does not have any mechanisms to accommodate this request at this time.

Tina Scott-Morgan, MS  
Associate Director for Program Management  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention  
1600 Clifton Road, N.E., Bldg 21  
Atlanta, Georgia 30329

404 (b)(6) (Clifton/Mondays/Thursdays)  
404 (b)(6) (Century Ctr)  
404 (b)(6) (iPhone)

---

**From:** Bonds, Michelle E. (CDC/OD/OADC) <(b)(6)@cdc.gov>  
**Sent:** Thursday, April 15, 2021 12:21 PM  
**To:** Berger, Sherri (CDC/OCOO/OD) <(b)(6)@cdc.gov>; Tumpey, Abbigail (CDC/DDPHSS/CSELS/OD) <(b)(6)@cdc.gov>; Scott-Morgan, Tina (CDC/OD/OADC) <(b)(6)@cdc.gov>  
**Cc:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>; Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>  
**Subject:** RE: Consultant Contract?

I defer, Tina. DPA does not have a current contract to accommodate additional work.

---

**From:** Berger, Sherri (CDC/OCOO/OD) <(b)(6)@cdc.gov>  
**Sent:** Thursday, April 15, 2021 11:20 AM  
**To:** Tumpey, Abbigail (CDC/DDPHSS/CSELS/OD) <(b)(6)@cdc.gov>; Scott-Morgan, Tina (CDC/OD/OADC) <(b)(6)@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <(b)(6)@cdc.gov>  
**Cc:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>; Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>  
**Subject:** RE: Consultant Contract?

All – see below. HHS is asking (b)(5)  
Please feel free to reply directly. Thanks

---

**From:** Pearlman, Aj (HHS/IOS) <Aj.Pearlman@hhs.gov>  
**Sent:** Thursday, April 15, 2021 9:55 AM  
**To:** Berger, Sherri (CDC/OCOO/OD) <(b)(6)@cdc.gov>  
**Cc:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Subject:** Consultant Contract?

Hi Sherri,

Following up on our conversation yesterday, just wondering if you can explore whether there would be a way (b)(5)

AJ

AJ Pearlman  
Chief of Staff, COVID-19 Response  
Department of Health and Human Services

[AJ.Pearlman@hhs.gov](mailto:AJ.Pearlman@hhs.gov)

C: (202) (b)(6)

**Sender:** <Kristina.Schake@hhs.gov>

Pearlman, Aj (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group

**Recipient:** (FYDIBOHF23SPDLT)/cn=Recipients/cn=b823159c628641fb89934ad67912edff-Pearlman, A  
<Aj.Pearlman@hhs.gov>

**Sent Date:** 2021/04/15 22:20:46

**Delivered Date:** 2021/04/15 22:20:47

**Message Flags:** Unsent



Fox, Susan <Susan.Fox@disney.com>;  
**To:** Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50  
(b)(6)@who.eop.gov>

**Subject:** Community Corps Info

**Date:** 2021/03/26 14:53:39

**Priority:** Normal

**Type:** Note

Susan, thank you for the call with you and Deborah. I did a call with NAB today and they told me you had already teed them up to work with us too. Thank you!

Attached is more information about our new COVID 19 Community Corps program. As we discussed on the call, we would love to have Disney be a founding member when the White House announces the program on Thursday, April 1. There may be a virtual event on announcement day – we will have more details about that soon – but we would love to list you as a founding member in our press materials.

The attachment explains the Corps program, but one activity we would like to work with you on right away would be using your talent to participate in Share the Mic, where we would utilize their social media platforms to feature a health workers to educate their followers about vaccine confidence. We could figure that out post-announcement, but it would be a great one to do together.

Thank you for all of your help!

Fox, Susan <Susan.Fox@disney.com>;  
**Recipient:** Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50  
(b)(6)@who.eop.gov>

**Sent Date:** 2021/03/26 14:43:55

**Delivered Date:** 2021/03/26 14:53:39

**Message Flags:** Unsent

**To:** Jamie Kronfeld <Kronfeld@sunshinesachs.com>  
**CC:** Kimberly Christman <kimberly@sunshinesachs.com>;  
Erin Piepenbrok <piepenbrok@sunshinesachs.com>  
**Subject:** RE: COVID-19 Community Corps  
**Date:** 2021/03/31 09:18:46  
**Priority:** Normal  
**Type:** Note

Hi Jamie. Thank you for writing back. Evaluation Only. Created with Aspose.HTML. Copyright 2013-2020 Aspose Pty Ltd. We would love to work with you over the coming months to develop one great social media moment where we could have her interact with one of our public health experts about the vaccine. We would of course make that happen whenever it worked with her schedule. One idea would be to have her do an Instagram Live with Dr. Fauci or Dr. Corbett, the researcher who led the team that developed the vaccine.

We will announce the Community Corps membership at 6:30 am tomorrow via a press release from the White House, followed by a virtual event with Vice President Harris at 9:15 am. Groups that will be announced as members of the Community Corps include NASCAR, MLB, Faith in Action, SEIU, Hispanic Chamber of Commerce and American Medical Association. 202 groups have committed to join.

Vice President Harris' team mentioned that they thought she would be a great member of the Corps given her advocacy on so many important issues. We would love to work with her on vaccine education and outreach if she is interested.

Thank you for considering this request.

---

**From:** Jamie Kronfeld <Kronfeld@sunshinesachs.com>  
**Sent:** Wednesday, March 31, 2021 8:57 AM  
**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Cc:** Kimberly Christman <kimberly@sunshinesachs.com>; Erin Piepenbrok <piepenbrok@sunshinesachs.com>  
**Subject:** Fwd: COVID-19 Community Corps

Hi Kristina,

I hope this email finds you well. We work with Eva Longoria here and reviewed the below. Would love to get a bit more information around what you'd be looking for from her, how she could be most helpful, as well as other notable folks who are participating. Her production schedule is quite intense over the coming months as she prepares to direct her first feature film so I'm not sure all of the items that were included in the attached will be feasible. Please let us know soonest and we will share with her. Thank you!

Get [Outlook for iOS](#)



Begin forwarded message:

**From:** "Schake, Kristina (HHS/IOS)" <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Date:** March 30, 2021 at 7:06:32 PM EDT  
**To:** Shawn Sachs <[sachs@sunshinesachs.com](mailto:sachs@sunshinesachs.com)>  
**Subject:** COVID-19 Community Corps

Thank you for the call Shawn. Attached is information about a program the White House will announce on Thursday morning via press release, followed by a Zoom event with Vice President Harris – the COVID-19 Community Corps. We are asking prominent Americans and organizations from across the country to join the Corps and act as trusted messengers to reach out to their memberships and communities with information about the COVID-19 vaccine to encourage Americans to get vaccinated.

We are at a pivotal point in the pandemic -- getting Americans vaccinated as quickly as possible is the path out of this crisis. But to be successful, people must be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of people across the country hearing from local voices and trusted messengers on the safety and efficacy of COVID-19 vaccinations and are asking prominent Americans to help us.

The Vice President's office specifically mentioned Eva Longoria as someone who they would like to join

The request is to lend us their name for the announcement, and then we would love to work together on creative ideas to engage their followers in the coming months. One idea we would love to explore with both of them is doing an Instagram Live with Dr. Fauci or Dr. Corbett, the researcher who lead the team to develop the vaccine. We will send their teams weekly updates on the latest scientific and medical updates, FAQs about the vaccine, social media suggestions, infographics, factsheets with timely, accurate information so they feel well informed, but our main request will be to build a few unique social engagements with them.

Vice President Harris is doing a Zoom to kick off the Community Corps at 9:15 am ET on Thursday. If they would like to join we would of course love it. A few of the organizations that have signed up to be announced on Thursday are NASCAR, Faith in Action, the American Medical Association, and the Chamber of Commerce.

Thank you for considering this request.

Sincerely,  
Kristina Schake  
COVID-19 Public Education Campaign Director  
HHS



Jamie Kronfeld <Kronfeld@sunshinesachs.com>;  
**Recipient:** Kimberly Christman <kimberly@sunshinesachs.com>;  
Erin Piepenbrok <piepenbrok@sunshinesachs.com>

**Sent Date:** 2021/03/31 09:15:40

**Delivered Date:** 2021/03/31 09:18:46

**Message Flags:** Unread Unsent

Withheld pursuant to exemption

(b)(5).

of the Freedom of Information Act

**April 16<sup>th</sup> Agenda**

(b)(5)

Join ZoomGov Meeting

<https://hhs.gov.zoomgov.com/j/1601829265>

Meeting ID: 160 182 9265

One tap mobile

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Dial by your location

+1 669 (b)(5) US (San Jose)  
+1 646 (b)(5) US (New York)  
+1 669 (b)(5) US (San Jose)  
+1 551 (b)(5) US

Meeting ID: (b)(5)

Find your local number: <https://hhs.gov.zoomgov.com/u/abw2o7Ec29>

Join by SIP

(b)(5)@sip.zoomgov.com

Join by H.323

(b)(5) (US West)  
(b)(5) (US East)

Meeting ID: (b)(5)



**To:** Rhett Buttle <rhett@publicprivatestrategies.com>  
Renee Johnson <renee@publicprivatestrategies.com>;  
Kristi Martin <kristi@publicprivatestrategies.com>;  
**CC:** Tammy Halevy <tammy@publicprivatestrategies.com>;  
Chris Landrigan <chris@publicprivatestrategies.com>;  
Aaron Tallent <aaron@publicprivatestrategies.com>  
**Subject:** Evaluation Only. Created with Aspose.HTML. Copyright 2013-2020 Aspose Pty Ltd.all Business Owners  
as Covid-19 Vaccine Leaders to Help Workers, Community, and U.S. Economy  
**Date:** 2021/04/06 10:47:48  
**Priority:** Normal  
**Type:** Note

I am going to talk about our new program – the COVID-19 Community Corps. If your members would like to join the Corps there is an overview attached with a link to the sign up site.

Here is a social media tool kit for members of the Community Corps:  
<https://wecandothis.hhs.gov/covid-19-community-corps-social-media-toolkit>

Also, a few more from HHS if they are helpful. A tool kit about the COVID vaccine, including talking points -  
<https://wecandothis.hhs.gov/general-audience-toolkit>

We have also launched our We Can Do This national public education campaign. If your members would like to use the brand they are welcome to.

Here is a link for brand resources:  
<https://wecandothis.hhs.gov/campaign-visual-guidelines-and-artwork>

And here is a We Can Do This tool kit:  
<https://wecandothis.hhs.gov/general-audience-toolkit>

**From:** Rhett Buttle <rhett@publicprivatestrategies.com>  
**Sent:** Tuesday, April 6, 2021 10:35 AM  
**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Cc:** Renee Johnson <renee@publicprivatestrategies.com>; Kristi Martin <kristi@publicprivatestrategies.com>; Tammy Halevy <tammy@publicprivatestrategies.com>; Chris Landrigan <chris@publicprivatestrategies.com>; Aaron Tallent <aaron@publicprivatestrategies.com>  
**Subject:** Re: TOMORROW: Reimagine Main Street Initiative Launches Campaign to Support Small Business Owners as Covid-19 Vaccine Leaders to Help Workers, Community, and U.S. Economy

No slides necessary, and we would be happy to share the info in our follow up note and link to on our resource slide. Will you please send over what you want us to share?

Thanks so much!

**Rhett Buttle**



Inline image 1

[www.publicprivatestrategies.com](http://www.publicprivatestrategies.com)

C: 702 (b)(8)

On Tue, Apr 6, 2021 at 9:27 AM Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)> wrote:  
Yes, my cell is 202- (b)(8) will plan to log on at 1:30 pm just to make sure it is working.

I was not planning to present any slides unless you want me to. I was just going to talk through our new COVID 19 Community Corps program. If you would like to send out info about the Corps to your members after the call that would be great, but defer to you.

**From:** Renee Johnson <[renee@publicprivatestrategies.com](mailto:renee@publicprivatestrategies.com)>  
**Sent:** Tuesday, April 6, 2021 10:12 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Rhett Buttle <[rhett@publicprivatestrategies.com](mailto:rhett@publicprivatestrategies.com)>; Kristi Martin <[kristi@publicprivatestrategies.com](mailto:kristi@publicprivatestrategies.com)>; Tammy Halevy <[tammy@publicprivatestrategies.com](mailto:tammy@publicprivatestrategies.com)>; Chris Landrigan <[chris@publicprivatestrategies.com](mailto:chris@publicprivatestrategies.com)>  
**Subject:** Re: TOMORROW: Reimagine Main Street Initiative Launches Campaign to Support Small Business Owners as Covid-19 Vaccine Leaders to Help Workers, Community, and U.S. Economy

Good Morning, Kristina!

We are so excited that you are joining us today. I wanted to reach out to make sure you had everything you needed to join us. Additionally, we know sometimes technology can be a hindrance. (lol) Are you able to provide us with a phone number we can reach you in case something prevents you from connecting to the zoom platform?

Again, thank you so much for joining us today!

-Renee

On Mon, Apr 5, 2021 at 3:56 PM Renee Johnson <[renee@publicprivatestrategies.com](mailto:renee@publicprivatestrategies.com)> wrote:  
Hi Kristina,

Thank you so much for participating in the event tomorrow at 2 pm EDT. **We ask that you join us around 1:30 pm EDT to ensure you are able to access the zoom platform. Please use this [link](#) to join our webinar.** We are excited for you to be joining us and hundreds of small business owners to talk about the importance of getting vaccinated.

Ahead of the webinar for background purposes, please feel free to take a look at this [article](#) which discusses the impact of small businesses being a central influencer to helping with economic recovery and being essential to rapid and far-reaching vaccination strategy.



You will be speaking toward the beginning of the call which is the launch of our Reimagine Main Street Small Business Vaccine Leader campaign (logistic information is below). The goal of the campaign is to engage with small business owners, specifically business owners of color, as trusted members of their communities and harness that trust to increase vaccine access, bolster vaccine confidence, and promote vaccine equity. Since you are the first speaker we would love for you to set the stage on all the important vaccine news and developments. Here are some suggested points that would be useful to the audience:

- **Set the context for all exciting activities and developments from the Administration** (e.g., vaccines are safe and effective, new 100-day goal, National Public Health Week, Administration's work to expand the number of vaccination sites).
- **Speak to the importance of small businesses in reaching the goals set,** including the private sector and business owners to help with public education on the COVID-19 vaccines.
- **Talk about the Community Corps and give some ideas for how people can help with vaccine efforts.** As a reminder Reimagine Main Street is a founding member of the Community Corps, and today we are announcing hundreds of small business owners that have signed a pledge to be Small Business Vaccine Leaders. These small business owners have pledged to do a number of activities, such as getting the vaccine when it is their turn and letting others know why they chose to be vaccinated, providing incentives to employees to get vaccinated, and continuing to follow guidelines for masking and social distancing.

We are also releasing the results of a survey tomorrow. Reimagine Main Street and its partners the [U.S Black Chambers, Inc.](#), the [United States Hispanic Chamber of Commerce](#), and [National ACE](#) fielded a national survey from February 3 - March 23, 2021, to fill the gap in insights into attitudes and preferences of small employers, especially AAPI-, Black-, Hispanic- and Native-owned small businesses. Here are the key takeaways that might be helpful as you prepare your remarks.

- **Vaccines are on the Minds of Most Small Employers & Their Employees:** The majority of small employers (64%) say it is very important that their employees get vaccinated and more than half of small employers say their workers are turning to them with questions. More than 80% of small employers report having informal conversations with their workers about vaccines and more than half (56%) of small employers in the survey have had formal conversations including staff meetings, and one-on-ones with employees.
- **Small Employers Want Employees to Get Vaccinated so They Can Get Back to Business; Willing to Help Make it Happen:** The majority (83%) of respondents are willing to encourage and incentivize employees to get



vaccinated, with AAPI and Black small employers most likely to act. Almost one in five (19%) of all small employer respondents intend to mandate the vaccine for their employees. More than one in four (45%) small employers plan to give workers paid time off to get vaccinated, rising to more than half (53%) of AAPI small employers.

- Small Employers Want Science-Based Guidance for Employees and Community; Eager to Work with Trusted Partners:** More than half (55%) of respondents say they would use free or low-cost resources to provide guidance and information about COVID-19 vaccines with the CDC and FDA the top two preferred sources for information. More than one quarter (27%) of all respondents are not currently working with the local health department or chamber of commerce on pandemic response but would like to be.

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## ABOUT REIMAGINE MAIN STREET

Small businesses and their workers must rebound from the COVID-19 crisis so that communities thrive and the benefits ripple throughout the economy. We are a multi-stakeholder, cross-sector initiative focused on advancing and uplifting innovative solutions to ensure that Main Street is at the center of our recovery. Reimagine Main Street is a project of Public Private Strategies.

## PRESS

This briefing will be on the record and media may be present. We will send a recording of the briefing to all registrants and publish it on Reimagine Main Street's website social media platforms.

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## AGENDA

Time	Event
1:30 PM	All speakers on zoom
2:02 PM	Renee Johnson begins the webinar and introduces Rhett Buttle and introduces Tammy Halevy (Rhett shares goal of why we are here today provides high-level information regarding RMS and campaign)
2:05 PM	Tammy provides highlights of the survey
2:15	Renee introduces official from Biden-Harris Administration

PM	
2:17 PM	Kristina Schake, Counselor to the Secretary for Strategic Communications, U.S. Department of Health and Human Services provides remarks
2:32 PM	<p>Renee introduces panel -- discussion <i>Views from the field</i></p> <ul style="list-style-type: none"> <li>• • Cindy Ramos-Davidson, CEO of El Paso Hispanic Chamber of Commerce</li> <li>• • Ginger Torres, PPE for Navajo First Responders, Phoenix, Arizona</li> <li>• • Patty Gentry Young, Owner of Young Hair Salon, Springfield, Ohio</li> <li>• • <b>Shaundell Newsome, Chairman of the Board, Urban Chamber of Commerce Small Business Owner - Moderator</b></li> <li>• • Masaru Torito, Family Small Business Owner, Kokoro Restaurant, Denver, Colorado</li> </ul>
2:50 PM	Renee Wrap up - Reiterate materials available
3:00 PM	Webinar Ends

### Speaker Bios



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Rhett Buttle- Founder, Public Private Strategies & National Business Advisor to Biden for President

Rhett Buttle is the Founder of Public Private Strategies, a consulting firm that is exclusively focused on where the public & private sectors meet. The firm is a leader in engaging business leaders - from the small business community to the Fortune 100 - in the most pressing policy issues of the day. Rhett is also a Senior Fellow at The Aspen Institute in the Financial Security Program. In his role at Aspen, Rhett focuses his efforts



on advancing the innovative Reconnecting Work and Wealth Initiative – a cutting edge effort at the Aspen Institute that engages several of the Institute's largest policy programs and their stakeholder networks in an ambitious re-visioning of the ways that 21st Century labor and financial markets can deliver inclusive growth and shared prosperity. During the 2020 Presidential campaign, Rhett served as the National Business Advisor for the Biden-Harris campaign.

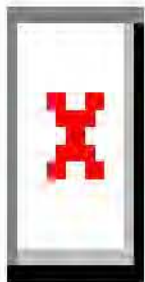


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Tammy Halevy  
Senior Advisory  
Reimagine Main Street

As a Senior Advisor to Public Private Strategies, Tammy Halevy works with clients to develop high-impact solutions. Tammy brings a rare combination of experience, skills, and passion to this work. For more than twenty years, she has worked across Fortune 100 companies, small nonprofit organizations, philanthropy, and government.

Prior to joining PPS, Tammy spent nearly a decade as the Senior Vice President of New Initiatives at a national nonprofit organization focused on creating economic opportunity for underserved entrepreneurs. In this role, she published award-winning research reports, formed groundbreaking cross-sectoral partnerships, and launched a new company with \$1M in seed money from a competitive Innovation Challenge sponsored by the US Treasury's CDFI Fund.

Tammy was also a consultant at McKinsey & Company, whereas part of the corporate finance and strategy practices, she led client and research projects primarily focused on reaching new markets and structuring complex partnerships. Early in her career she also held positions in the US House of Representatives, The Overseas Development Council, and Kroll Associates.

Tammy received a Masters Degree in Law and Diplomacy from The Fletcher School at



Tufts University and a BA from The Johns Hopkins University. She lives in Washington, DC but still considers Texas as home.

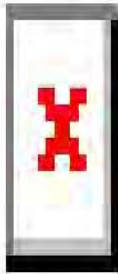


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Patty Gentry Young and her sister Debbie Woods  
Owner of Young Hair Salon, Springfield, Ohio



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Young Hair Inc., a full-service salon, specializing in hair replacement for those experiencing hair loss, is owned and operated by Patty Gentry Young was recruited to enlist in the fight against the coronavirus. Long active in Springfield's minority community, Patty and her sister Debbie Woods have joined the effort to convince along with actually scheduling minorities to receive the vaccine for COVID 19. Going back to the 1990s, Patty has a long history of being involved in the community of Springfield, OH Patty was recruited to work with cancer survivors through the "Look Good, Feel Better" program and remained with the program for more than 20 years. Working with the program convinced her that more needed to be done when it came to cancer prevention in the black community. This led Patty to recruit women in the minority community to form Sisters United for Prevention with a mission to heighten awareness regarding cancer prevention. In addition to being the founder, Patty serves as the president of Sisters United for Prevention. Currently, Patty serves on the African American Community Fund Advisory Committee of the Springfield Foundation, Mercy Hospital's Health Foundation, and is a former board member of the Springfield Metropolitan Housing Authority. As an active member of her church, Covenant United Methodist Church, Patty serves as the president of the United Methodist Women. She is also a member of the Springfield section of the National Council of Negro Women and the Springfield Unit of the NAACP.



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Renee Johnson  
Senior Advisor  
Reimagine Main Street

As a Senior Advisor to Public Private Strategies, Renée Johnson develops innovative strategies for clients to impact the conversation surrounding small business needs with a focus on access to capital, especially to small business owners of color while advocating and creating partnerships and opportunities to provide educational resources for their businesses to thrive. Renee has over fifteen years of experience where she served in numerous roles focusing on her passion to have more women of color enter politics and policy, entrepreneurship, leadership, and advocate for themselves.

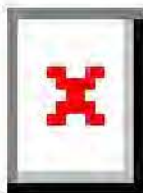
Prior to joining PPS, Johnson served in government affairs positions at several small business advocacy organizations, including the Main Street Alliance and Small Business Majority. In those roles, she networked and cultivated unique partnerships with business leaders, civil rights organizations, chambers of commerce, foundations, and corporations to increase awareness and advocacy around small business needs. She also has experience in galvanizing government agencies and private industry to create solutions and innovative programs to address issues that impact small business owners within Black and minority communities., such as access to capital.

Johnson's career includes her tenure of serving as the Training Director at The United State of Women, where she provided women across the country with opportunities for personal, professional, and political advancement. She also served as the District of Columbia Department of Human Services Director of Legislation and Policy in a variety of roles supporting the Chairman of the Council of the District of Columbia. Johnson began her career on Capitol Hill working for U.S. Representative Bobby Rush and Senators Roland Burris and Richard Durbin.

In 2019, Renée was appointed by District of Columbia Mayor Muriel Bowser to her Financial Services BlockChain Board and previously served the Advisory Commission on Caribbean Community Affairs, received the District of Columbia Council Cornerstone in the Community Award and was named one of the "13 Caribbean American Women in Politics You Need to Know." In 2017, she received the "Rising Star Award" from Campaigns and Elections Magazine. She was recently profiled in Forbes and Essence



Magazines for her achievements, where she emphasized the importance of getting more women of color into politics, entrepreneurship and advocacy.



Shaundell Newsome  
Founder, Sumnu Marketing  
Chairman of the Board, Urban Chamber of Commerce

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Shaundell Newsome became an entrepreneur at the age of 14 while attending the High School of Graphic Communication Arts in Manhattan when he started a graphic design company creating tape covers, invitations and fliers for events. In 2006, he founded Newsome Marketing Enterprises in Nevada to serve small businesses. Two years later, the Small Business Administration recognized Mr. Newsome as Nevada Small Business Champion of the Year.

Today, Mr. Newsome is the Visionary and Founder of Sumnu Marketing, which was SBA Nevada Family Owned Business of the Year 2015. Mr. Newsome successfully transitioned his daughter, Tiara Flynn, an Air Force veteran and the firm's first intern, into the role of firm's principal owner and CEO, allowing him to focus on mentoring and championing small business owners nationally.

Mr. Newsome is an Air force veteran and author of The Twelve Steps of Marketing, A Perfect Guide to Branding. Mr. Newsome is an instructor for the SBA Boots to Business program and Nevada SBDC NxLevel for Entrepreneurs. He is Chairman of the Board for the Urban Chamber of Commerce Las Vegas and an Advisory Board member of the Nevada SBDC.





Cindy Ramos-Davidson  
CEO of El Paso Hispanic Chamber of Commerce

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Cindy Ramos-Davidson has been the Chief Executive Officer of the El Paso Hispanic Chamber of Commerce for the past 23 years. Ramos-Davidson is a bold and dynamic executive leader who has taken the organization she manages to astounding new heights. Her encouraging and empowering leadership reflects on the vast variety of achievements and recognitions she has received throughout her 44-year chamber career.

The accomplishments achieved by the organization under Ramos-Davidson's 23-year leadership have garnished local, state, and national attention and recognition. Ramos-Davidson is an active participant with the U.S. Hispanic Chamber of Commerce (U.S.H.C.C.) and has had a seat on the U.S.H.C.C. President's Advisory Council. The brilliant combination of both a director and organization have received 2008, 2009, 2010, 2017, and 2019 U.S.H.C.C. Large Chamber of the Year Award, as well as the U.S.H.C.C. Chief Executive of the Year Award in 2008, 2009, and 2010.

Additionally, the combination of both a leader and organization has proven to be a winning match at a state level. The El Paso Hispanic Chamber of Commerce has won the TAMACC Texas Large Hispanic Chamber of the year in 2003, 2009, 2010, 2012, 2014, 2015, 2016, 2017, 2018, and 2019. Respectively, Ramos-Davidson herself won the TAMACC Chairman Leader Award in 2006. Being at the forefront has allowed Ramos-Davidson to take the organization she manages to higher levels each additional year. She was named the first recipient of The Joe M. Rodriguez Leadership Award for her forward-thinking and steadfast dedication to the Chamber and our community's small, minority, women, and veteran-owned businesses. In 2014 Ramos-Davidson was named as one of the Women of Impact, in 2019 she was named the Minority Business Development Agency Advocate Of The Year Champion. In 2020 Ramos-Davidson was named Women In Business Champion of the Year at the SBA Small Business week ceremony.

Aside from championing small minority, veteran, and women-owned businesses, Ramos-Davidson has been and continues to be a significant leader and an excellent role model to the general El Paso community. She was appointed to the State of Texas'

Military Support Task Force by Governor Greg Abbott in 2019. She was also appointed to be on the El Paso Federal Reserve Bank of Dallas Board of Directors for six years. Two of those years, 2012 and 2013, she served as the Chair of the highly esteemed national institution of the Eleventh District. Ramos-Davidson serves in various Community Organizations in an advisory capacity.

In all, Cindy Ramos-Davidson's ultimate mission is evident throughout her career. She has played an integral role in championing the business community. Every effort she puts forth has been in order to improve and advance the borderland's economy. Her dedication to entrepreneurship, her commitment to business development, and her overall passion for the El Paso community have driven her to accomplish the remarkable. Even with a 23-year tenure, Ramos-Davidson's vision for all that can be reached is still in progress. Always looking towards the future, the borderland business community is an everlasting prospect of opportunities.

Cindy Ramos-Davidson is married to Robert Davidson of 26 years and they are very proud of their 24-year-old daughter Sarina Lora Davidson, who works at the Ft. Worth Hispanic Chamber in Ft. Worth, Texas.



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Mas Torito  
Family Small Business Owner  
Kokoro Restaurant, Denver, Colorado

My name is Mas Torito. My family started Kokoro Restaurant, a Japanese restaurant specializing in quick, casual, but fresh traditional Japanese food, in 1986. I have been running them on my own since 2008. We have two locations in the Denver metro area. A big part of our success has been in part because we see ourselves as part of the community. We have many long-term employees, including some that have been with us for over 30 years, we buy local ingredients when possible and we participate and help fund local schools, churches, and other community groups.



In my free time, I have a passion for golf, skiing, and enjoying walks with my wife and our two dogs. Backpacking trips in the Rocky Mountains is my way of recharging. I personally can't wait to be able to return to some of our favorite social activities, like Denver Bronco football games and concerts at the famous Red Rocks Auditorium!

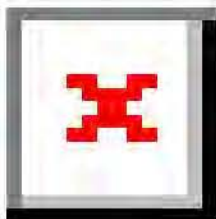


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Ginger Torres  
PPE for Navajo First Responders  
Phoenix, Arizona

Ginger Sykes Torres is Diné (Navajo), Tódich'ii'nii (Bitter Water Clan) born for Bilagáana. She was born on the Navajo Nation in Tuba City and raised in Mesa, Arizona. Ginger is a graduate from Stanford University with a degree in the Earth Systems Science Program.

Ginger is a certified environmental planner with a focus on land use, renewable energy, sustainability, and climate resilience and has worked on projects for government agencies, utilities and developers. Ginger has recently started her own small business, Shikeyah LLC, for her environmental consulting work. Ginger currently serves as Vice-Chair for the City of Phoenix Environmental Quality and Sustainability Commission and is the Chair of the Commission's Urban Heat Island Subcommittee. She is also a member of Phoenix Mayor Kate Gallego's Rio Salado Advisory Committee which aims to make the city an epicenter of sustainable development.

Ginger is a leader in Arizona's prominent non-profit community and arts organizations. Ginger is a Trustee at the Heard Museum, where she serves on the American Indian Advisory Committee. She also co-founded and serves on Ballet Arizona's Tribal Nations Advisory Council--which aims to explore ways to engage local Native American communities in Native dance and ballet. As a member of the Board of Directors of the Ronald McDonald House Charities of Central and Northern Arizona (RMHC) Ginger serves as an advocate for Native American families needing a "home-away-from-home" while their children receive treatment at pediatric centers in metropolitan Phoenix. She is also a Girl Scout Troop Leader.

Ginger also serves as a grassroots advocate for issues affecting Native American communities throughout Arizona. In March of 2020, Ginger co-founded the COVID relief



group PPE for Navajo First Responders to deliver critical PPE and sanitization supplies directly to frontline workers on the Navajo Nation. Recently, Ginger has partnered with the Navajo Hopi Covid -19 Relief group to develop a COVID-19 social media campaign to encourage Navajo and Hopi community members to get COVID-19 vaccinations. Because of her COVID-19 relief work, Ginger was named to Valley Leadership's Ready Together Program to help find innovative ways to make an impact in Arizona's response to COVID-19.

In the 2020 election, Ginger formed a grassroots initiative called Diné4Biden (Diné is the Navajo word for Navajo) to help boost Navajo enthusiasm for the Biden/Harris and Mark Kelly coordinated campaign in Arizona. The goal was to get Natives, both on reservations and in urban areas, excited about the election and their power to make a change. Ginger worked closely with the Biden/Harris campaign, local government officials, and Navajo politicians, and community leaders on social media outreach and organize a series of car parades to the polls in Phoenix and throughout the Navajo Nation. Ginger continues to engage with state and national political organizations to find ways to keep Native voters engaged all the time and to make sure that there are resources at the local level to make sure that happens. She also serves on the Maricopa County Democratic Party's Education Committee.

Ginger was selected as one of 31 honorees for the 2020 "Phoenix Herstories" Project by the Phoenix Arts & Culture and Women's Commissions. Phoenix Herstories was a 2020 centennial celebration of a woman's right to vote and included video installations, online photography exhibits, and curricular guides for schools.

As a high school student, Ginger was the first female to win a world title at the Heard Museum's World Championship Hoop Dance Contest in 1997. Ginger's groundbreaking style was the first to incorporate modern dance and gymnastics elements into the hoop dance, and her victory paved the way for female hoop dancers of all ages. In a unique partnership with Ballet Arizona, she currently teaches the hoop dance to Native students via Zoom classes.

Ginger and her husband, Javier Torres, live in Phoenix. They have three small kids, two small dogs, and one small cat.

## **Social Graphics**

Please use #swhen posting: #Smallbizleaders

Our social media accounts

Twitter: @PubPrivStrat

LinkedIn: @PublicPrivateStrategies

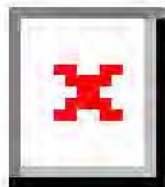
Facebook: @PublicPrivateStrategies

Instagram: Smallbizfuture



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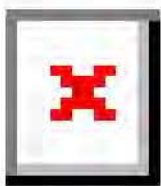


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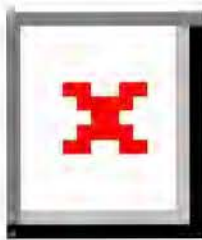


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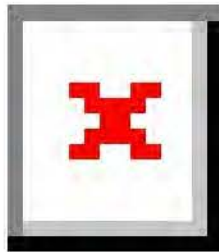


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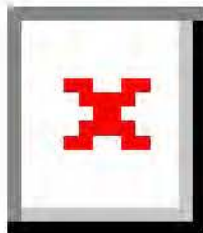


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On Mon, Apr 5, 2021 at 9:41 AM Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)> wrote:  
Happy to do it!

**From:** Rhett Buttle <[rhett@publicprivatestrategies.com](mailto:rhett@publicprivatestrategies.com)>

**Sent:** Monday, April 5, 2021 9:40 AM

**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>

**Cc:** Kristi Martin <[kristi@publicprivatestrategies.com](mailto:kristi@publicprivatestrategies.com)>; Renee Johnson

<[renee@publicprivatestrategies.com](mailto:renee@publicprivatestrategies.com)>; Tammy Halevy <[tammy@publicprivatestrategies.com](mailto:tammy@publicprivatestrategies.com)>

**Subject:** Re: TOMORROW: Reimagine Main Street Initiative Launches Campaign to Support Small Business Owners as Covid-19 Vaccine Leaders to Help Workers, Community, and U.S. Economy

Thanks, friend. Kristi and Renee are going to pull together everything for you and send it over soon!

Thx for doing this, RB and "see" you tomorrow!

**Rhett Buttle**



Inline image 1

[www.publicprivatestrategies.com](http://www.publicprivatestrategies.com)

C: 702(b)(8)

On Mon, Apr 5, 2021 at 8:06 AM Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)> wrote:  
Thanks for sending Rhett. Could you resend me the calendar invite for tomorrow so I have the right info? Also do you want me to show slides or better to just talk? I was going to give an overview of our COVID-19 Community Corps program.

**From:** Rhett Buttle <[rhett@publicprivatestrategies.com](mailto:rhett@publicprivatestrategies.com)>

**Sent:** Monday, April 5, 2021 8:59 AM

**Subject:** TOMORROW: Reimagine Main Street Initiative Launches Campaign to Support Small Business Owners as Covid-19 Vaccine Leaders to Help Workers, Community, and U.S. Economy

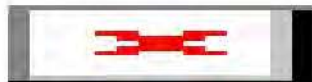


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FOR IMMEDIATE RELEASE: April 5, 2021

CONTACT: Kristofer Eisenla, [LUNA+EISENLA media](mailto:kristofer@lunaeisenlamedia.com)  
[kristofer@lunaeisenlamedia.com](mailto:kristofer@lunaeisenlamedia.com) | 202(b)(8) mobile)

## **MEDIA ADVISORY: TOMORROW, TUESDAY @2PM ET**

### **Reimagine Main Street Initiative Launches Campaign to Support Small Business Owners as Covid-19 Vaccine Leaders to Help Workers, Community, and U.S. Economy**

***Event will include discussion with small business owners and findings from 3000+ small employers survey of perceptions on vaccines, including breakdown of business owners of color***

**WASHINGTON, D.C. – Tomorrow, on Tuesday, April 6, [Reimagine Main Street \(RMS\)](#), a project of [Public Private Strategies](#) will launch a public awareness initiative to support small business owners in being leaders with the Covid-19 vaccines with their employees and in their community. As part of the effort, Reimagine Main Street will:**

- Release results of a national survey of small employers fielded in conjunction with the U.S. Black Chambers Inc., U.S. Hispanic Chamber of Commerce, and the National Asian American Chamber of Commerce;



- • Hear from several diverse small business owners who are working on this issue;
- • Launch an education and outreach effort (including tools and tips sheets for AAPI, Black, Latin(x), and Native small employers) to encourage more small business leaders to promote vaccinations for their workers and communities; and
- • Announce the commitment of hundreds of small business leaders who are taking action in their communities.

The event will include a discussion with small business owners who are vaccine leaders in their local communities, as well as findings from a recent survey conducted by RMS of more than 3,300 small business owners from across the country. The survey results provide a glimpse of how small business owners view the vaccines and their plans for themselves and their workers.

***Members of the media are encouraged to attend.***

#### **EVENT DETAILS:**

**WHAT:** Virtual briefing hosted by Reimagine Main Street launching an initiative to support small business owners and including a panel discussion.

#### **WHO:**

- • Biden Administration Representative (invited)
- • Cindy Ramos-Davidson, CEO, El Paso Hispanic Chamber of Commerce
- • Patty Gentry Young, Owner of Young Hair Salon, Springfield, Ohio
- • Shaundell Newsome, Chairman of the Board, Urban Chamber of Commerce and Small Business Owner, Las Vegas, NV
- • Mas Torito, Owner, Kokoro Restaurant, Denver, CO
- • Ginger Torres, Co-Founder, PPE for Navajo First Responders, Phoenix, AZ
- • Tammy Halevy, Senior Advisor, Public Private Strategies
- • Rhett Buttle, Founder, Public Private Strategies and *Former* Director of Private Sector Engagement, Department of Health & Human Services

**WHEN:** **TOMORROW**, Tuesday, April 6, at 2:00 PM ET

**WHERE:** RSVP to [chris@publicprivatestrategies.com](mailto:chris@publicprivatestrategies.com) and you will be provided the details for joining the event. Please sign in 10 minutes before the event is scheduled to begin.

###

#### **About Reimagine Main Street**

Small businesses and their workers must rebound from the COVID-19 crisis so that communities thrive and the benefits ripple throughout the economy. We are a multi-stakeholder, cross-sector initiative focused on advancing and uplifting innovative solutions to ensure that Main Street is at the center of our recovery. Reimagine Main Street is a project of Public Private Strategies.

#### **About Public Private Strategies**

Public Private Strategies (PPS) creates opportunities where the public and private sectors meet. We bring together diverse allies including foundations, associations, corporations, small businesses, and entrepreneurs to solve pressing societal challenges. By harnessing the power of the private sector, we build coalitions, activate campaigns, and create strategic partnerships to drive desired policy and market outcomes.

**Recipient:** Rhett Buttle <[rhett@publicprivatestrategies.com](mailto:rhett@publicprivatestrategies.com)>;



Renee Johnson <renee@publicprivatesstrategies.com>;  
Kristi Martin <kristi@publicprivatesstrategies.com>;  
Tammy Halevy <tammy@publicprivatesstrategies.com>;  
Chris Landrigan <chris@publicprivatesstrategies.com>;  
Aaron Tallent <aaron@publicprivatesstrategies.com>

**Sent Date:** 2021/04/06 10:47:11

**Delivered Date:** 2021/04/06 10:47:48

**Message Flags:** Unsent

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of the Freedom of Information Act

Withheld pursuant to exemption

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of the Freedom of Information Act



<b>To:</b>	O'Connell, Dawn (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=18214a88325a46739f963c2056d46cd1-O'Connell, <Dawn.Oconnell@hhs.gov>
<b>CC:</b>	Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa <Sabrina.Bousbar@hhs.gov>
<b>Subject:</b>	Info Dr. Cardona
<b>Date:</b>	2021/04/06 08:22:20
<b>Priority:</b>	Normal
<b>Type:</b>	Note

Dawn, attached is more information about the Community Corps for Dr. Cordona.

First is the slide deck about the Community Corps that Dr. Murthy presented at last week's White House Task Force meeting and an overview of the Community Corps program.

Below are a few more Community Corps resources if they are helpful –

Community Corp Social Media Toolkit:

<https://wecandothis.hhs.gov/covid-19-community-corps-social-media-toolkit>

Here is a link for Brand resources:

<https://wecandothis.hhs.gov/campaign-visual-guidelines-and-artwork>

WCDT Toolkit

<https://wecandothis.hhs.gov/general-audience-toolkit>

<b>Recipient:</b>	O'Connell, Dawn (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=18214a88325a46739f963c2056d46cd1-O'Connell, <Dawn.Oconnell@hhs.gov>; Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa <Sabrina.Bousbar@hhs.gov>
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<b>Message Flags:</b>	Unread Unsent

# COVID-19 Public Education Campaign



Brought to you by the U.S. Department of Health and Human Services



# Goals

1. **Educate** on how to protect yourself & slow the spread of COVID-19

2. **Build trust** in vaccines with accurate information from trusted sources

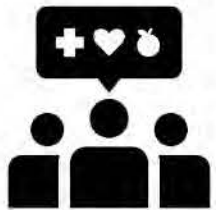
3. **Increase awareness** about how to get vaccinated when ready



# Role of trusted messengers

Trusted community members: essential for **health education & empowerment**

- Effectively deliver messages and strategies  
Validate the credibility of information  
Address mis- and disinformation  
Create a feedback loop for addressing questions and concerns  
Bridge the gap between healthcare providers and patients



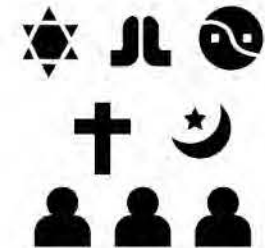
Friends



Pharmacists



Nurses



Faith Community

# COVID-19 Community Corps



- Galvanize trusted voices in communities Provide toolkits & resources to organize & educate Receive scientific updates, infographics, factsheets, & tools on ways to help people get registered and vaccinated

Join us online at  
**WeCanDoThis.hhs.gov**







# COVID-19 Community Corps



## What is the COVID-19 Community Corps?

The [COVID-19 Community Corps](#) is a program through the U.S. Department of Health and Human Services and Centers for Disease Control and Prevention to share science-based information directly with community organizations and Americans across the country to empower them to deliver messages in the fight against COVID-19 and share the importance of vaccinations in their community.

## The mission of Community Corps

The Community Corps will be comprised of trusted voices in communities across the country, and the Administration will regularly share updated public health information and resources for them to use with their communities to help get friends, family, and followers vaccinated. The program will provide toolkits and resources for Community Corps members to organize within their networks, communities, and more to help build vaccine confidence throughout the country. Community Corps members will receive weekly updates on the latest scientific and medical updates, FAQs about the vaccine, social media suggestions, infographics, fact sheets with timely, accurate information, and tools on ways to help people get registered and vaccinated.

## What are Community Corps members asked to do

As a member, you'll receive timely, accurate information to share with your family, friends, and neighbors. By encouraging them to get vaccinated, you'll help protect them – and allow all of us to safely gather together again. As a Corps member, you'll get resources to help you build vaccine confidence in your community, including:

- Fact sheets on vaccine safety, tips on how to talk with friends and family about the importance of vaccination, and hints for planning and attending community events
- Social media content to share with your followers
- Regular email updates with the latest vaccine news and resources to share

## Why is it important you join us?

We are at a pivotal point in the pandemic -- getting Americans vaccinated as quickly as possible is the path out of this crisis. But to be successful, people must be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of people across the country hearing from local voices and trusted messengers on the safety and efficacy of COVID-19 vaccinations. That's why the Biden-Harris Administration and Department of Health and Human Services is working to partner with trusted messengers like you to launch the COVID-19 Community Corps.

## Next Steps

We have over 2,500 COVID-19 Community Corps members from organizations to individuals and you can join us too! Sign up at [hhs.gov/covidcommunitycorps](https://hhs.gov/covidcommunitycorps)

Change your Facebook Profile Photo Frame to join the We Can Do This Campaign!

- Go to [www.facebook.com/profilepicframes](https://www.facebook.com/profilepicframes)
- Search for 'We Can Do This' and select the frame you want to use
- Click 'Use as Profile Picture' to save

**April 5<sup>th</sup>, 2021**

Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50  
(b)(6)@who.eop.gov>:  
**To:** Berner, Kate EOP/WHO (b)(6)@who.eop.gov>;  
Wakana, Benjamin (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=766a559cd890417abc6b3df0cb2f1509-Contact\_807  
(b)(6)@who.eop.gov>  
**CC:** Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>  
**Subject:** CCC First Email Today - For Your Review  
**Date:** 2021/04/08 08:49:15  
**Priority:** Normal  
**Type:** Note

Attached is our proposed first Community Corps email blast, which we are set to send today. The operations have been worked out to do it at HHS. Dr Murthy has edited and signed off and OSG is reviewing now. Please let us know if you have any flags or edits.

Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50  
(b)(6)@who.eop.gov>;  
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(b)(6)@who.eop.gov>;  
Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>  
**Sent Date:** 2021/04/08 08:48:20  
**Delivered Date:** 2021/04/08 08:49:15  
**Message Flags:** Unread Unsent



**To:** Jamie Kronfeld <Kronfeld@sunshinesachs.com>  
**CC:** Kimberly Christman <kimberly@sunshinesachs.com>;  
Erin Piepenbrok <piepenbrok@sunshinesachs.com>  
**Subject:** RE: COVID-19 Community Corps  
**Date:** 2021/04/15 10:44:39  
**Priority:** Normal  
**Type:** Note

Hi Kimberly and Erin. Just wanted to follow back up on our request. Evaluation Only. Created with Aspose.HTML. Copyright 2013-2020 Aspose Pty Ltd. cing on Monday called We Can Do This Live? The program

---

**From:** Jamie Kronfeld <Kronfeld@sunshinesachs.com>  
**Sent:** Monday, April 5, 2021 9:17 AM  
**To:** Schake, Kristina (HHS/IOS) <Kristina.Schake@hhs.gov>  
**Cc:** Kimberly Christman <kimberly@sunshinesachs.com>; Erin Piepenbrok <piepenbrok@sunshinesachs.com>  
**Subject:** Re: COVID-19 Community Corps

Hi there - she's happy to lend her name to this. I'm heading on Mat leave later this week so the team on cc will continue to see this through.

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---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Wednesday, March 31, 2021 5:27:05 PM  
**To:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>  
**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>  
**Subject:** RE: COVID-19 Community Corps

Of course. There is no rush for tomorrow. No need to be in the release – we can discuss later. I would love to explain the program, answer your questions and talk about ideas of things we can do tomorrow. Let's talk next week.

---

**From:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>  
**Sent:** Wednesday, March 31, 2021 5:25 PM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>  
**Subject:** RE: COVID-19 Community Corps



Can you let us know who else was invited to participate in this? If we're unable to lend our name to the press release tomorrow, but we are able to participate down the road with the social activation you mention, is that a possibility? Thinking through various scenarios as she is currently on set.



Jamie Kronfeld Markowitz | Vice President

o 212 (b)(6) | d 646 (b)(6) | c 201 (b)(6) 136 Madison Avenue, 17th Floor. New York, NY 10016

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**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>

**Sent:** Wednesday, March 31, 2021 9:35 AM

**To:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>

**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>

**Subject:** RE: COVID-19 Community Corps

Just Goldberg and Alonzo so far, although we have other invitations out today.

---

**From:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>

**Sent:** Wednesday, March 31, 2021 9:32 AM

**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>

**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>

**Subject:** Re: COVID-19 Community Corps

Can you share if any other individuals are being included?

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---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>

**Sent:** Wednesday, March 31, 2021 9:29:52 AM

**To:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>

**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>

**Subject:** RE: COVID-19 Community Corps

Unfortunately I can't send the White House press release ahead of time, but the news about the Community Corps leaked out and Politico wrote about it yesterday. I am pasting the article below in case it is helpful. Individuals who have committed so far are Whoopi Goldberg and Cristela Alonzo. Thank you!

**[Biden administration builds volunteer network to boost vaccine confidence](#)**

**Politico // Adam Cancryn**

03/30/2021 01:08 PM EDT

The Biden administration is creating a network of outside health experts and community leaders charged with building trust in coronavirus vaccines, as the shots become available to the entire adult population, according to documents obtained by POLITICO.

The all-volunteer group — dubbed the Covid-19 Community Corps — would amplify the government's vaccine messaging within their own communities, and lead on-the-ground efforts to combat skepticism and misinformation.

The new program, set to be unveiled Thursday, comes as the administration's focus shifts from expanding supply of the shots to ensuring people seek them out as soon as they're able.

HHS and the CDC will oversee the initiative, which will provide the volunteers with weekly fact sheets, FAQs and other talking points that they'd be expected to promote on social media and distribute within their own networks.

The group's members will also participate in virtual events aimed at building vaccine confidence, and eventually host their own vaccination drives, according to fact sheet sent to health experts and medical surrogates.

"The Covid-19 Community Corps will be an effort to galvanize trusted messengers — doctors, nurses, faith leaders, rural stakeholders, leaders across the country in local communities — to encourage people to get vaccinated," White House Covid response official Ben Wakana wrote in an accompanying message obtained by POLITICO that encouraged them to become "founding members."

Neither HHS nor the White House would comment on how many Corps members the administration is hoping to recruit, or who it has already signed up.

But the effort is part of the administration's broader push to target specific vaccine-skeptical populations and recruit messengers who can convince Americans to get the shots. Those messengers are likely to include a range of organizations and people both inside and outside health care with ties to key communities.

Polls show there is still stubborn resistance to vaccinations across various racial and ethnic lines, including among African-Americans and Latinos — as well as rural conservatives who may be less inclined to listen to Biden administration officials.

Federal officials have met privately for weeks with various community groups to discuss the vaccine rollout and the resources needed to encourage people to get the shots.

The Corps' planned public rollout comes days after the government debuted a broader "We Can Do This" vaccination campaign designed to boost confidence with the shots. Corps members are likely to be among the key faces of that effort.

The administration last week also pledged to funnel \$10 billion from its \$1.9 trillion Covid aid package to ramp up vaccinations in hard-hit and underserved communities and shore up trust.



---

**From:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>  
**Sent:** Wednesday, March 31, 2021 9:21 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>  
**Subject:** Re: COVID-19 Community Corps

And can we see the draft press release?

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---

**From:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Sent:** Wednesday, March 31, 2021 9:18:47 AM  
**To:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>  
**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>  
**Subject:** RE: COVID-19 Community Corps

Hi Jamie. Thank you for writing back. All we are looking for tomorrow is to lend her name to the White House press release, and then we would love to work with you over the coming months to develop one great social media moment where we could have her interact with one of our public health experts about the vaccine. We would of course make that happen whenever it worked with her schedule. One idea would be to have her do an Instagram Live with Dr. Fauci or Dr. Corbett, the researcher who led the team that developed the vaccine.

We will announce the Community Corps membership at 6:30 am tomorrow via a press release from the White House, followed by a virtual event with Vice President Harris at 9:15 am. Groups that will be announced as members of the Community Corps include NASCAR, MLB, Faith in Action, SEIU, the Hispanic Chamber of Commerce and the American Medical Association. 202 groups have committed to join.

Vice President Harris' team mentioned that they thought she would be a great member of the Corps given her advocacy on so many important issues. We would love to work with her on vaccine education and outreach if she is interested.

Thank you for considering this request.

---

**From:** Jamie Kronfeld <[Kronfeld@sunshinesachs.com](mailto:Kronfeld@sunshinesachs.com)>  
**Sent:** Wednesday, March 31, 2021 8:57 AM  
**To:** Schake, Kristina (HHS/IOS) <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>  
**Cc:** Kimberly Christman <[kimberly@sunshinesachs.com](mailto:kimberly@sunshinesachs.com)>; Erin Piepenbrok <[piepenbrok@sunshinesachs.com](mailto:piepenbrok@sunshinesachs.com)>  
**Subject:** Fwd: COVID-19 Community Corps



Hi Kristina,

I hope this email finds you well. We work with Eva Longoria here and reviewed the below. Would love to get a bit more information around what you'd be looking for from her, how she could be most helpful, as well as other notable folks who are participating. Her production schedule is quite intense over the coming months as she prepares to direct her first feature film so I'm not sure all of the items that were included in the attached will be feasible. Please let us know soonest and we will share with her.

Thank you!

Get [Outlook for iOS](#)

Begin forwarded message:

**From:** "Schake, Kristina (HHS/IOS)" <[Kristina.Schake@hhs.gov](mailto:Kristina.Schake@hhs.gov)>

**Date:** March 30, 2021 at 7:06:32 PM EDT

**To:** Shawn Sachs <[sachs@sunshinesachs.com](mailto:sachs@sunshinesachs.com)>

**Subject:** COVID-19 Community Corps

Thank you for the call Shawn. Attached is information about a program the White House will announce on Thursday morning via press release, followed by a Zoom event with Vice President Harris – the COVID-19 Community Corps. We are asking prominent Americans and organizations from across the country to join the Corps and act as trusted messengers to reach out to their memberships and communities with information about the COVID-19 vaccine to encourage Americans to get vaccinated.

We are at a pivotal point in the pandemic -- getting Americans vaccinated as quickly as possible is the path out of this crisis. But to be successful, people must be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of people across the country hearing from local voices and trusted messengers on the safety and efficacy of COVID-19 vaccinations and are asking prominent Americans to help us.

The Vice President's office specifically mentioned Eva Longoria as someone who they would like to join

The request is to lend us their name for the announcement, and then we would love to work together on creative ideas to engage their followers in the coming months. One idea we would love to explore with both of them is doing an Instagram Live with Dr. Fauci or Dr. Corbett, the researcher who lead the team to develop the vaccine. We will send their teams weekly updates on the latest scientific and medical updates, FAQs about the vaccine, social media suggestions, infographics, factsheets with timely, accurate information so they feel well informed, but our main request will be to build a few unique social engagements with them.

Vice President Harris is doing a Zoom to kick off the Community Corps at 9:15 am ET on Thursday. If they would like to join we would of course love it. A few of the organizations that

have signed up to be announced on Thursday are NASCAR, Faith in Action, the American Medical Association, and the Chamber of Commerce.

Thank you for considering this request.

Sincerely,  
Kristina Schake  
COVID-19 Public Education Campaign Director  
HHS

Jamie Kronfeld <Kronfeld@sunshinesachs.com>;  
**Recipient:** Kimberly Christman <kimberly@sunshinesachs.com>;  
Erin Piepenbrok <piepenbrok@sunshinesachs.com>

**Sent Date:** 2021/04/15 10:43:22

**Delivered Date:** 2021/04/15 10:44:39

**Message Flags:** Unsent





# COVID-19 National Public Education Campaign

## We Can Do This Engagement Ideas

The U.S. Department of Health and Human Services (HHS) launched a national public education campaign, We Can Do This, to increase confidence and uptake in the COVID-19 vaccines and encourage continued prevention measures, including mask wearing and social distancing. Through the nationwide effort of consistent, fact-based public health messaging, the campaign is designed to help Americans make informed decisions about their health and COVID-19 to protect themselves and their communities.

We have reached a critical point in the pandemic – getting Americans vaccinated as quickly as possible is our path out of this crisis. To be successful, Americans need to be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of Americans hearing from trusted messengers about the effectiveness and need to be confident when it is their turn to receive the vaccine. We are asking everyone to help us end the pandemic by reaching out to their communities to encourage vaccine confidence.

### How We Can Help You Do Vaccine Outreach

We know from research that Americans gain confidence in the vaccine when they learn about it from organizations they know and trust, including businesses. HHS is a resource to provide medical experts, the latest scientific information, data, infographics, and any other resource you need to reach out to your customers and employees to build trust in the COVID-19 vaccines.

### Use the We Can Do This Campaign

HHS's national campaign's call to action, We Can Do This, is designed to encourage the country to rally together with a hopeful, unifying message that emphasizes the power we all must protect ourselves and our communities through increased vaccination and end the pandemic. All the campaign's resources and brand are available to be used by any organization that is focused on building vaccine confidence. Here are several resources and there are more on the [We Can Do This website](#) -

- For Brand resources and guideline, check it out [here](#).
- We Can Do This Campaign Toolkit, check it out [here](#).
- Recent Ads from the Campaign, check it out [here](#).

### Join HHS's COVID-19 Community Corps



The COVID-19 Community Corps is a nationwide, grassroots network of voices people know and trust to encourage Americans to get vaccinated. More than three hundred key organizations and thousands of individuals are joining the ranks every day to help increase vaccine confidence and timely vaccination against COVID-19 in their communities. HHS provides all Corps members with regular, timely public health information via a range of activities, from weekly emails, to local and national events, to sharable social media and digital content.

Over the coming months, the COVID-19 Public Education Campaign Team at HHS along with the COVID-19 Response Team at the White House will be working together with prominent members of the COVID-19 Community Corps – organizations with large social followings, celebrities and influencers – to host conversations with our national public health experts as well as local medical professionals to answer direct questions about COVID-19, the vaccine, and provide our target audiences with the information they need to ultimately decide to get vaccinated. These engagements will constitute our “*Share the Mic*” program and will allow us to reach into targeted communities. Our goal will be to communicate directly and plainly with the American public in the places where they consume content online: via content creators, podcasters, Facebook groups, and more.

### **Ways You Can Help the COVID-19 Community Corps**

- Become a member of the COVID-19 Community Corps to receive information, sign up [here](#).
- Collaborate and distribute COVID-19 Community Corps and We Can Do This Campaign content to your networks.
  - [We Can Do This Toolkit](#)
  - Promoting your network to receive the weekly emails, [here](#).
- Promote or host our COVID-19 Community Corps Event Series
- Host your own events on COVID-19 vaccine confidence or work with us to coordinate ways to use your platform to help uplift vaccine confidence.

### **Specific Ideas on Ways You Can Help Build Vaccine Confidence**

#### **Corporate Ideas**

- Include We Can Do This and vaccine messaging through in-store and point-of-purchase promotions
- Place We Can Do This and vaccine messages on products
- Include vaccination information in your direct email outreach to customers

- Create your own vaccination PSAs, social media videos and posts
- Donate paid advertising to vaccine awareness
- Include vaccine messages in your paid advertisements
- Request that your paid influencers to dedicate channels to vaccine content for a 1-week, focused window
- Host vaccination sites in retail spaces
- Offer discounts to vaccinated customers (e.g., joint coupon opportunity for retailers, credit card offers)
- Provide product giveaways to vaccinated customers (e.g., coffee/donuts/tickets to theme parks “vaccine days”/family reunions/trips/movie tickets/supporting a family reunion in target states/free hotel nights or points; restaurant reservation access)
- Work vaccine messaging into your sponsored events
- Offer special store hours for those who are vaccinated
- Promote vaccine messages through your loyalty programs
- Release advance content for vaccinated audiences
- Create merch or swag giveaways
- Conduct texting campaigns (e.g., from cell phone companies)
- Sponsor competitions for giveaways/events (e.g., college campus competition for concerts)
- Create vaccinated apparel/merch
- Give your employees time off to be vaccinated

### **Media Company Ideas**

- Promote vaccine messages on screen during top rated shows/events (e.g., lower thirds / infographics/voice overs/signage on screen during primetime shows, sporting events, award shows, and specials)
- Create content and offer dedicated airtime (e.g., storylines of shows; nightly news/morning show specials about vaccinated individuals)
- Donate digital and TV ad space to vaccine content
- Create exclusive audience opportunities for vaccinated individuals (e.g., award shows, sporting events)
- Encourage engagement from talent (e.g., talent getting vaccinated on camera, drop bys at big vaccination sites, calling fans and audience members, spotlighting vaccinated individuals during unscripted shows)

- Include We Can Do This and vaccine messages in product placement (using a cup/shirts with website to sign up on morning shows/late night)
- Place vaccine content placement on highest trafficked
- Produce specials highlighting vaccine content

### Contact Us

We are here to be a resource to all organizations working to increase confidence in the COVID-19 vaccines. For more information, please visit our website [wecandothis.hhs.gov/](https://wecandothis.hhs.gov/) or contact us directly.

Kristina Schake

HHS COVID-19 Public Education Campaign Director

[Krisitina.schake@hhs.gov](mailto:Krisitina.schake@hhs.gov)



**From:** Donilon, Shawn <Sdonilon@nab.org>  
**SentVia:** <jpollack@nab.org>  
Donilon, Shawn <Sdonilon@nab.org>;  
Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri  
**To:** <Kristina.Schake@hhs.gov>;  
Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>  
**Subject:** FW: NAB Board and HHS COVID-19 Community Corps briefing  
**Date:** 2021/04/19 12:04:47  
**Start Date:** 2021/04/22 16:00:00  
**End Date:** 2021/04/22 17:00:00  
**Priority:** Normal  
**Type:** Appointment  
**Location:** <https://nab-org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon>  
**Attendees:** Schake, Kristina (HHS/IOS); Bousbar, Sabrina (OS/ASPR/IO)

-----Original Appointment-----

**From:** Donilon, Shawn <Sdonilon@nab.org>

**Sent:** Monday, April 19, 2021 11:51 AM

**To:** Donilon, Shawn; Current NAB Joint Board of Directors

**Cc:** Current NAB Joint Board of Directors Assistants; EVP Only; Wright, Karen; Hurford, Monica; Hubbard, Rob; Beall, Lynn; Alexander, Ramona; LaPlatney, Pat; Downs, Ben; Kaplan, Rick; Krening, Crystal; McCreery, Patrick; Santrella Salem Media, David; Chris Cornelius; Hulvey, Michael; York, Dan; Patrick, Larry; Marshall, Libby; Goodman, Jimmy; Tarter, Michael; Adkins, Hartley; Barr, Emily; Wertlieb, Jordan; Matheny, Sam; Harris, Roger (Chickasaw); Oakley, Ralph M.; Chase, Justin; Hanna, Dave; Lehman, Michelle; Wilson, Christina; Dujuan, McCoy; Medina, Bert; Warshaw, Jeff; Bustos, Amador; Tobey, Margaret; Harper, Melinda; Darrell Brown; LeGeyt, Curtis; McElveen, Bill; Bradley, David; Neuhooff, Beth; Towns, Dianna; Foster, Flynn; Smith, Gordon; Sook, Perry; Ripley, Christopher; Carty-Sipp, April; McRae, Patricia; Keenom, Sue; Wood, Christopher; Smith, Dian; Laven, Michele; Fox, Susan; Wharff, John; Hamilton, Joanne; Pollack, Joshua

**Subject:** NAB Board and HHS COVID-19 Community Corps briefing

**When:** Thursday, April 22, 2021 4:00 PM-5:00 PM (UTC-05:00) Eastern Time (US &Canada).

**Where:** [https://nab-](https://nab-org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon)

[org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon](https://nab-org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon)

Shawn Donilon is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://nab-org.zoom.us/j/82616766204?pwd=elh4bm1KMVBkYXZTRzJBZ1N2ZWp5UT09&from=addon>

Meeting ID:

Passcode:  One tap mobile

+1301 (b)(6) US (Washington DC)

Dial by your location

+1 301 (b)(6) US (Washington DC)

Meeting ID: (b)(6)

Passcode: (b)(6) Find your local number: <https://nab-org.zoom.us/j/kbdj74txrw>

Join by Skype for Business

<https://nab-org.zoom.us/j/82616766204>

**Sender:** Donilon, Shawn <Sdonilon@nab.org>; <jpollack@nab.org>

Donilon, Shawn <Sdonilon@nab.org>;

Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri

**Recipient:** <Kristina.Schake@hhs.gov>;

Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa  
<Sabrina.Bousbar@hhs.gov>

**Sent Date:** 2021/04/19 12:01:08

**Delivered Date:** 2021/04/19 12:04:47

**From:** Wakana, Benjamin L. EOP/WHO (b)(6)@who.eop.gov>  
Wakana, Benjamin L. EOP/WHO (b)(6)@who.eop.gov>;  
Saenz, Adrian EOP/WHO (b)(6)@who.eop.gov>;  
Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri  
<Kristina.Schake@hhs.gov>;  
**To:** Figueroa, Marvin (HHS/IEA) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=4a287d28c5d248d2a21ad454649a7f7e-Figueroa, M  
<Marvin.Figueroa@hhs.gov>;  
Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group  
(FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50  
(b)(6)@who.eop.gov>  
**Subject:** COVID Stakeholder Engagement  
**Date:** 2021/04/08 00:25:39  
**Start Date:** 2021/04/09 15:00:00  
**End Date:** 2021/04/09 15:45:00  
**Priority:** Normal  
**Type:** Appointment  
**Location:** https://pitc.zoomgov.com/j/1602372198?pwd=U3o3Y0UzOWJKRTVLRmYrYWVLYlhSUT09  
**Attendees:** Saenz, Adrian EOP/WHO; Schake, Kristina (HHS/IOS); Figueroa, Marvin (HHS/IEA); Rowe, Courtney  
(who.eop.gov)

#### AGENDA

(b)(5)



[https://www.zoomgov.com/static/94158/image/new/ZoomLogo\\_110\\_25.png](https://www.zoomgov.com/static/94158/image/new/ZoomLogo_110_25.png)

there,

Benjamin Wakana is inviting you to a scheduled ZoomGov meeting.

### Join Zoom Meeting

One tap: US: +1669 (b)(6) or  
+1646 (b)(6)

Meeting URL: <https://pitc.zoomgov.com/j/1602372198?pwd=U3o3Y0UzOWJKRTVLRmYrYWVLYlhSUT09>



Meeting ID:  
Passcode:

(b)(6)

## Join by Telephone

For higher quality, dial a number based on your current location.

Dial:

US: +1 669 (b)(6) or +1 646 (b)(6) or +1 55 (b)(6) or +1 669 (b)(6)

Meeting ID:

(b)(6)

Passcode:

[International numbers](#)

## Join from an H.323/SIP room system

H.323:

(b)(6) (US West)  
(b)(6) (US East)

Meeting ID:

Passcode:

P:

(b)(6)@sip.zoomgov.com

Passcode:

(b)(6)

**Sender:** Wakana, Benjamin L. EOP/WHO (b)(6)@who.eop.gov>

Wakana, Benjamin L. EOP/WHO (b)(6)@who.eop.gov>;

Saenz, Adrian EOP/WHO (b)(6)@who.eop.gov>;

Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri <Kristina.Schake@hhs.gov>;

**Recipient:** Figueroa, Marvin (HHS/IEA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4a287d28c5d248d2a21ad454649a7f7e-Figueroa, M <Marvin.Figueroa@hhs.gov>;

Rowe, Courtney (who.eop.gov) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=41b47ea45d7643f1bd9cda20879db37d-Contact\_b50 (b)(6)@who.eop.gov>

**Sent Date:** 2021/04/08 00:25:39

Withheld pursuant to exemption

(b)(5).

of the Freedom of Information Act

For HHS Internal Planning Only

### HHS COVID-19 Public Education Campaign: Community Corps

Tactic	Category	Lead	Contribution/Support Needed
<b>April 5-9, 2021</b>			
HHS Broadcast message from Secretary to all staff	Communications - HHS Internal	Sam	ASPA (Josh)
Opdiv/StaffDiv Template Email to Agency Staff	Communications - HHS Internal	Sam	
Opdiv/StaffDiv Talking Points for Senior Staff/All-Hands Meetings	Communications - HHS Internal	Sam	
Drop-in blurb for external stakeholder newsletters	Communications - External	Sam	IEA, ASPA
Agenda, Compiled Materials, and Run of Show for HHS-wide Trusted Messengers Call on 4/8	Communications - HHS Internal	Sam	
Create graphics/templates for upcoming CCC materials (e.g., PPT, social media toolkits, fact sheets, etc.)	Communications - Graphic Design	Sam	ASPA (Nicole)
Review all examples/success story submissions	Member Relations	Destiny	
Prepare/Submit paperwork for CCC Web sign-up form fields	Operations	Sabrina	ASPA (April)
Select content and resources to share during week of April 12	Planning and Program Development	Tanya, Sam	
Develop Editorial Calendar for Upcoming Content and Resources to share - tie into HHS COVID-19 announcements and public health observances	Planning and Program Development	Tanya, Sam	
Meet with ASTHO	Member Relations	Sam, Yvanna	IEA
Partnership Packet Development	Member Relations	Sam, Yvanna, Sabrina	
Translate materials into Spanish	Operations	Yvanna	ASPA
Begin planning pilot Share the Mic Event	Planning and Program Development	Tanya, Sabrina	OS, IEA, ASPA
Connect with CDC/NIH on amplifying community vaccinations	Communications - External	Sam, Tanya	
<b>April 12-16, 2021: Content/Resources, TBD</b>			
Develop core messaging highlighting content/resources	Communications	Sam, Tanya	ASPA
Social Media assets/toolkit	Communications - Graphic Design	Sam	
HHS Broadcast message	Communications - HHS Internal	Sam	ASPA (Josh)
Opdiv/StaffDiv Template Email to Agency Staff	Communications - HHS Internal	Sam	
Opdiv/StaffDiv Talking Points for Senior Staff/All-Hands Meetings	Communications - HHS Internal	Sam	
Drop-in blurb for external stakeholder newsletters	Communications - External	Sam	IEA, ASPA
Finalize graphics/templates for upcoming CCC materials (e.g., PPT, social media toolkits, fact sheets, etc.)	Communications - Graphic Design	Sam	ASPA (Nicole)
Review all examples/success story submissions	Member Relations	Sabrina, Yvanna	
Prepare/Submit paperwork for additional fields in CCC Web sign-up form	Operations	Sabrina	ASPA (April)
Begin planning pilot Share the Mic Event		Tanya, Sabrina	



Withheld pursuant to exemption

(b)(5).

of the Freedom of Information Act

**From:** Cancela, Yvanna (HHS/IEA) /O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=F4A7C434FB164618A52F39661482E476-CANCELA, YV <Yvanna.Cancela@hhs.gov>

Cancela, Yvanna (HHS/IEA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=f4a7c434fb164618a52f39661482e476-Cancela, Yv <Yvanna.Cancela@hhs.gov>;  
 Miller, Samantha (HRSA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=27d54fe051ed448ab7df4ff85ca9c193-samantha.mi <SMiller2@hrsa.gov>;  
**To:** Michael Fraser <mfraser@astho.org>;  
 Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri <Kristina.Schake@hhs.gov>;  
 Joe Davis <jdavis@astho.org>;  
 Hamburger, Tanya (CDC/DDNID/NCCDPPH/DDT) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=8acf632ab77f45c1b02b384f7a402a2c-Johnson, Ta <dln7@cdc.gov>

**Subject:** ASTHO/COVID-19 Community Corps Connection

**Date:** 2021/04/07 13:18:10

**Start Date:** 2021/04/12 16:00:00

**End Date:** 2021/04/12 16:30:00

**Priority:** Normal

**Type:** Appointment

**Attendees:** Miller, Samantha (HRSA); Michael Fraser; Schake, Kristina (HHS/IOS); Joe Davis; Hamburger, Tanya (CDC/DDNID/NCCDPPH/DDT)

<https://www.zoomgov.com/j/16122330704>

**Sender:** Cancela, Yvanna (HHS/IEA) /O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=F4A7C434FB164618A52F39661482E476-CANCELA, YV <Yvanna.Cancela@hhs.gov>

Cancela, Yvanna (HHS/IEA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=f4a7c434fb164618a52f39661482e476-Cancela, Yv <Yvanna.Cancela@hhs.gov>;  
 Miller, Samantha (HRSA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=27d54fe051ed448ab7df4ff85ca9c193-samantha.mi <SMiller2@hrsa.gov>;  
**Recipient:** Michael Fraser <mfraser@astho.org>;  
 Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri <Kristina.Schake@hhs.gov>;  
 Joe Davis <jdavis@astho.org>;  
 Hamburger, Tanya (CDC/DDNID/NCCDPPH/DDT) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=8acf632ab77f45c1b02b384f7a402a2c-Johnson, Ta <dln7@cdc.gov>

**Sent Date:** 2021/04/07 13:18:10



# COVID-19 Community Corps Trusted Messengers:

## Overview & Resources

### Overview

The Biden-Harris Administration is mobilizing trusted messengers to encourage people to get vaccinated. The U.S. Department of Health and Human Services (HHS) and Centers for Disease Control and Prevention (CDC) is sharing science-based information directly with community leaders across the country, equipping them to play a key role in the fight against COVID-19. We need your help to recruit and engage trusted messengers within your network.

### How to Help

Here are the following ways you and your organization can help with trusted messenger efforts:

- **Sign up as an organization to receive up-to-date information as a member of the COVID-19 Community Corps**
  - Join over 10,000 leaders and organizations from all sectors and backgrounds who've committed to working together to put an end to the COVID-19 pandemic. You can sign-up at [WeCanDoThis.HHS.gov](https://WeCanDoThis.HHS.gov).
  - As a member of the COVID-19 Community Corps, you'll receive regular updates on the vaccination effort from Surgeon General Vivek Murthy and other trusted experts. You'll also receive invites to special COVID-19 Community Corps virtual events, high-impact resources, and more.
- **Host events with your membership on vaccine confidence and present how your members can be trusted messengers in their community**
  - You can ask trusted experts and medical professionals to join pre-existing events your organization is hosting to share important information and updates on COVID-19 vaccines.
  - You can host Zoom events or conference calls with your members to share information about COVID-19 vaccines and recruit additional trusted messengers.
  - You should encourage your members to get 10 friends or family members to sign up for COVID-19 Community Corps and ask them to use their networks to share up-to-date information from the COVID-19 Community Corps.
- **Join *We Can Do This: Live* series**
  - "We Can Do This: Live" is a series of conversations between medical experts and prominent influencers and organizations to provide people with the trusted health information they need to feel confident about getting COVID-19 vaccines.
  - You can host a "We Can Do This: Live" event by sharing your video call or an Instagram or Facebook live on your organization's website or social media channels with a medical expert. These conversations are a simple, effective way to share important information to your members and answer their frequently asked questions.
  - You should encourage your members to amplify these events within their networks to maximize their reach.
- **Outreach within your communities**
  - You should promote and share COVID-19 Community Corps resources on social media or in communications with your members.



- Collaborate with other local organizations to lift vaccine confidence messaging from other channels to amplify efforts.
- **Promote vaccination through media channels**
  - You can engage with local media around vaccine confidence messaging, including through the use of op-eds, earned media, paid media, TV, radio, and more to ensure members of your community get critical information about COVID-19 vaccines.
  - You can host local media events around vaccinations at community centers, houses of worship, places of employment, health clinics, and other local vaccination centers to help share locations and COVID-19 vaccine availability.

## Resources

The COVID-19 Community Corps has updated resources and toolkits that are beneficial for your messaging and members:

- CDC's COVID-19 Vaccines information can be found [here](#), including information on how to find a vaccination opportunity nearby.
  - You can visit [Vaccines.gov](#) (English) or [Vacunas.gov](#) (Spanish)
  - Text your zip code to 438829 (English) or 822862
  - Call 1-800-232-0233 for both Spanish and English assistance
- [We Can Do This Toolkit](#), which includes FAQs on COVID-19 vaccines and tips for communicating across audiences. (Spanish: [We Can Do This Toolkit](#))
- [Key Things to Know About COVID-19](#)
- [Frequently Asked Questions About COVID-19](#)
- [What Fully Vaccinated People Need to Know](#)
- [How to Talk About COVID-19 Vaccines with Friends and Family](#)
- Constituency Groups (for more go [here](#).)
  - [Faith-Based and Community Organizations Guidance](#)
  - [Black – African American Resources](#)
  - [Latino – Hispanic Resources](#)
  - [Asian American – Pacific Islander Resources](#)
  - [American Indian – Alaskan Natives Resources](#)
  - [Older Adults Resources](#)
  - [Essential Workers in Agriculture Resources](#)
  - [Rural Communities Resources](#)
  - [Nurses Resources](#)

## Send an Email to Your Members

You can share information by email to your membership to sign-up for the COVID-19 Community Corps (draft text below):

Dear Member:

President Biden has set a goal for 70% of the U.S. adult population to have one COVID-19 vaccine shot by July 4th so that life can start to look closer to normal. We all have a role to play in meeting that goal.

The U.S. Department of Health and Human Services along with the Centers for Disease Control and Prevention have created the COVID-19 Community Corps to share science-based information directly with community organizations and Americans across the country.

The COVID-19 Community Corps provides members with timely and accurate scientific information and tools they can use to encourage their friends, family, and community members to get COVID-19 vaccination. The goal is to equip members to deliver messages in the fight against COVID-19 and share the importance of vaccinations in their community.

As a partner to the Biden-Harris Administration, we ask that all of our members sign-up to receive weekly up-to-date information from the COVID-19 Community Corps. You can sign-up at [WeCanDoThis.HHS.gov](https://www.hhs.gov/we-can-do-this).

The COVID-19 Community Corps has updated resources and toolkits that are beneficial for your messaging:

- CDC's COVID-19 Vaccines information can be found [here](#), including information on how to find a vaccination opportunity nearby.
  - You can visit [Vaccines.gov](https://www.vaccines.gov) (English) or [Vacunas.gov](https://www.vacunas.gov) (Spanish)
  - Text your zip code to 438829 (English) or 822862
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- [Key Things to Know About COVID-19](#)
- [Frequently Asked Questions About COVID-19](#)
- [What Fully Vaccinated People Need to Know](#)
- [How to Talk About COVID-19 Vaccines with Friends and Family](#)
- For more resources, go [here](#).

Thank you for your commitment to help support COVID-19 vaccination for yourself and your community.

Sincerely,

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## COMMUNITY CORP SUPPORT

### For 4:30pm Website

Regarding the website. (b)(5)

(b)(5)

### Broader Questions

#### Information Gathering and Sharing

(b)(5)

#### Data management

(b)(5)

#### Content Creator

(b)(5)

**From:** Schake, Kristina (HHS/IOS) /O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=564FA9ED5FE2444F91F5F51BE8ACA19B-SCHAKE, KRI <Kristina.Schake@hhs.gov>  
**To:** Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri <Kristina.Schake@hhs.gov>  
**Subject:** COVID-19 Community Corps Call with Dr. Vivek Murthy and Special Guests  
**Date:** 2021/04/19 14:08:26  
**Start Date:** 2021/04/19 18:30:00  
**End Date:** 2021/04/19 19:15:00  
**Priority:** Normal  
**Type:** Appointment  
**Location:** [https://pitc.zoomgov.com/join/1617244199?tk=3ZBTycP1KwAM640guYcw7zIG6MchdNCppM-zvOcdVFw.DQIAAAAYGUwJxZldHdSLU9CTIJneXIYUy1rLXhRUDlnAAAAAAAAAAAAAAAAAAAAAAAAAAAA&pwd=d2dMK2JiOHVvNUZVY3NyNFBW296Zz09&uuiid=WN\\_Dt7gxDAYQYOj0II039fIOW](https://pitc.zoomgov.com/join/1617244199?tk=3ZBTycP1KwAM640guYcw7zIG6MchdNCppM-zvOcdVFw.DQIAAAAYGUwJxZldHdSLU9CTIJneXIYUy1rLXhRUDlnAAAAAAAAAAAAAAAAAAAAAAAAAAAA&pwd=d2dMK2JiOHVvNUZVY3NyNFBW296Zz09&uuiid=WN_Dt7gxDAYQYOj0II039fIOW)

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join: [https://pitc.zoomgov.com/join/1617244199?tk=3ZBTycP1KwAM640guYcw7zIG6MchdNCppM-zvOcdVFw.DQIAAAAYGUwJxZldHdSLU9CTIJneXIYUy1rLXhRUDlnAAAAAAAAAAAAAAAAAAAAAAAAAAAA&pwd=d2dMK2JiOHVvNUZVY3NyNFBW296Zz09&uuiid=WN\\_Dt7gxDAYQYOj0II039fIOW](https://pitc.zoomgov.com/join/1617244199?tk=3ZBTycP1KwAM640guYcw7zIG6MchdNCppM-zvOcdVFw.DQIAAAAYGUwJxZldHdSLU9CTIJneXIYUy1rLXhRUDlnAAAAAAAAAAAAAAAAAAAAAAAAAAAA&pwd=d2dMK2JiOHVvNUZVY3NyNFBW296Zz09&uuiid=WN_Dt7gxDAYQYOj0II039fIOW)

Passcode: (b)(6)

Or One tap mobile:

+1669 (b)(6) US (San Jose)  
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Webinar ID: (b)(6)

Passcode: (b)(6)

International numbers available: [https://pitc.zoomgov.com/join/1617244199?tk=3ZBTycP1KwAM640guYcw7zIG6MchdNCppM-zvOcdVFw.DQIAAAAYGUwJxZldHdSLU9CTIJneXIYUy1rLXhRUDlnAAAAAAAAAAAAAAAAAAAAAAAAAAAA&pwd=d2dMK2JiOHVvNUZVY3NyNFBW296Zz09&uuiid=WN\\_Dt7gxDAYQYOj0II039fIOW](https://pitc.zoomgov.com/join/1617244199?tk=3ZBTycP1KwAM640guYcw7zIG6MchdNCppM-zvOcdVFw.DQIAAAAYGUwJxZldHdSLU9CTIJneXIYUy1rLXhRUDlnAAAAAAAAAAAAAAAAAAAAAAAAAAAA&pwd=d2dMK2JiOHVvNUZVY3NyNFBW296Zz09&uuiid=WN_Dt7gxDAYQYOj0II039fIOW)

**Sender:** Schake, Kristina (HHS/IOS) /O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=564FA9ED5FE2444F91F5F51BE8ACA19B-SCHAKE, KRI <Kristina.Schake@hhs.gov>  
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**SentVia:** Bousbar, Sabrina (OS/ASPR/IO) </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=C3B36FCCA26340EDB30D5318295D8DA7-BOUSBAR, SA>

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Cancela, Yvanna (HHS/IEA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=f4a7c434fb164618a52f39661482e476-Cancela, Yv <Yvanna.Cancela@hhs.gov>

**CC:** Gregg, Destiny (OS/IEA) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a7114a513d04411e9c829deb16da05ea-Gregg, Dest <Destiny.Gregg@hhs.gov>

**Subject:** Community Corps <> IEA

**Date:** 2021/03/23 08:23:19

**Start Date:** 2021/03/24 14:30:00

**End Date:** 2021/03/24 15:00:00

**Priority:** Normal

**Type:** Appointment

**Location:** <https://hhs.gov.zoomgov.com/j/1602126302>

## Agenda

(b)(5)

## Join ZoomGov Meeting

<https://hhs.gov.zoomgov.com/j/1602126302>

Meeting ID: (b)(6)

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Meeting ID: (b)(6)

Find your local number: <https://hhs.gov.zoomgov.com/u/adSIXMu0q9>

## Join by SIP

(b)(6)@sip.zoomgov.com

Join by H.323

(b)(6) (US West)  
(US East)

Meeting ID: (b)(6)

**Sender:** Schake, Kristina (HHS/IOS) </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=564FA9ED5FE2444F91F5F51BE8ACA19B-SCHAKE, KRI>; Bousbar, Sabrina (OS/ASPR/IO) </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=C3B36FCCA26340EDB30D5318295D8DA7-BOUSBAR, SA>

Schake, Kristina (HHS/IOS) /O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=564FA9ED5FE2444F91F5F51BE8ACA19B-SCHAKE, KRI <Kristina.Schake@hhs.gov>;  
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**Sent Date:** 2021/03/23 08:23:19

## Community Corps Talking Points

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A campaign to increase vaccine confidence while reinforcing basic prevention measures



# Building Parent Confidence in COVID-19 Vaccines

A Communications Strategy for Adolescent Immunization

HHS COVID-19 Public Education Campaign

*April 19, 2021*

Brought to you by the U.S. Department of Health and Human Services



# Background



# Challenge

- Vaccine hesitancy among parents was on the rise before COVID-19. One in four parents in the United States reported in 2019 serious concerns about vaccinating their children (Pediatrics, 2019) Post-COVID hesitancy persists: Divides across age, political affiliation, education, & income levels: Younger parents are more reluctant to vaccinate—27% of those ages 18–29 vs. 54% among parents ages 45–54 (Yahoo/YouGov, April 2021) 39% of Black parents say they will “definitely” or “probably” vaccinate their children, lower than Hispanic parents (53%), American Indian/Alaska Native (AI/AN) parents (61%), White parents (65%), and Asian American/Pacific Islander (AAPI) parents (75%) (ParentsTogether, 2021) Democrats are more likely (61%) than Republicans (36%) to have their children vaccinated; Independents are the least likely (25%) (Yahoo/YouGov, April 2021) Households with annual incomes less than \$50K are less likely (29%) than those with incomes over \$100K (63%) to have their children vaccinated (Yahoo/YouGov, April 2021)

# Challenges

- Adolescent cohort lacks strong vaccine infrastructure—and faces immediate barriers to COVID-19 vaccination. Parents and HCPs view vaccines as less of a priority for older adolescents, competing with teen concerns like anxiety, depression, online bullying, social pressures. Consent requirements can make it difficult to vaccinate unaccompanied adolescents. Summer camp and sports physicals starting soon—requirements could focus on other vaccines. Children are required for herd immunity: 22% of the U.S. population are under 18 years old (U.S. Census, 2020)

# Campaign Approach



# Moms are the decisionmakers on adolescent vaccination.

...and rely on trusted messengers.



**Health care professionals (HCP)** are the most important source of information on vaccines for parents. Physicians are highly trusted HCPs and most likely to take vaccines themselves.



**Friends and family** drive parent attitudes and behaviors on vaccines. Network social norms in favor of vaccines are powerful drivers of vaccine uptake—knowing someone who has taken the COVID-19 vaccine makes parents *twice* as likely to say they will vaccinate their child.

## Campaign Goal

**Build confidence among parents of adolescents (ages 12–15) to ensure uptake of COVID-19 vaccines**

# Campaign Strategy

- **Research**Uncover current and detailed parent attitudes on COVID-19 vaccinesBuild parent personas to drive campaign strategyDevelop most effective messages and identify messengers. PartnershipTrusted organizations and messengers including: HealthCare Providers (AAP, AAFP), Community + Stakeholders (NEA, PTA, Rotary, NSTA), Faith Organizations, and Public Private PartnershipsDigital and SocialCreating content calendar to reach parents with information.Enlist mom influencers to expand reach and impact with parentsEarned MediaBuild infrastructure and conduct regular outreach:Paid MediaPartnering with parenting and women's publications (Meredith or Hearst) to drive awarenessMultichannel marketing to Parents and HCPs



# Contact

NAME:

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TITLE:

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PHONE:

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EMAIL:

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Brought to you by the U.S. Department of Health and Human Services



# COVID-19 vaccine authorization for adolescents is imminent.

- Currently authorized for youth ages 16+U.S. Food and Drug Administration (FDA) considering authorization for 12–15-year-olds—May/June timeframe expectedClinical trials underway for ages 6 months to 11 years—authorization for these cohorts estimated early 2022 (ages 5–11) and late 2022 (infants and toddlers)

# Parents are cautious about COVID-19 immunizations—for themselves and their children.

- About half of parents say they will vaccinate their children (National Parents Union Survey, 2021): 35% of parents say they want their children to be vaccinated immediately, 25% say they'll vaccinate their children but not right away, 22% say they will not get their children vaccinated. Parents are 17% less likely to say they will definitely or probably vaccinate their children—compared to their plans to vaccinate themselves (Parents Together, 2021)



# In the effort to vaccinate Americans, children and adolescents matter—and parents are the gatekeepers.

- Children are directly impacted by COVID-19: Recent studies by the Centers for Disease Control and Prevention (CDC) show that COVID-19 infections are as much as 13x higher than reported in children and adolescents (CDC, 2020). More than 13,500 kids in the U.S. have been hospitalized, and 268 have died (AAP, March 2021). Rates of hospitalization are five times higher among African American children and eight times higher among Latino kids than in White children (CDC). Since May 2020, 3,185 kids in the United States have developed multisystem inflammatory syndrome in children (MIS-C); 36 have died (CDC, 2021). Children are required for herd immunity: 22% of the U.S. population are under 18 years old (U.S. Census, 2020). With more adults refusing vaccines, it's more important to vaccinate kids (Atlantic, April 2021). Moms are the lead on health care—and the decisionmakers on adolescent vaccination.

# Adolescent cohort lacks strong vaccine infrastructure—and faces immediate barriers to COVID-19 vaccination.

- Vaccines for adolescents not routinized in primary care practices as they are for younger children Parents and HCPs view vaccines as less of a priority for older adolescents, competing with teen concerns like anxiety, depression, online bullying, social pressures Consent requirements can make it difficult to vaccinate unaccompanied adolescents Summer camp and sports physicals starting soon—requirements could focus on other vaccines Routine immunization rates down due to COVID-19 stay-at-home orders No co-administration data on COVID-19 with other recommended vaccines. Source: <https://www.immunize.org/express/issue1298.asp>

**“During adolescence, the frequency of well visits decreases, overall opportunities to see a physician decline, and the preventive mindset is lost.”**

**—L.J. Tan, PhD, Immunization Action Coalition**

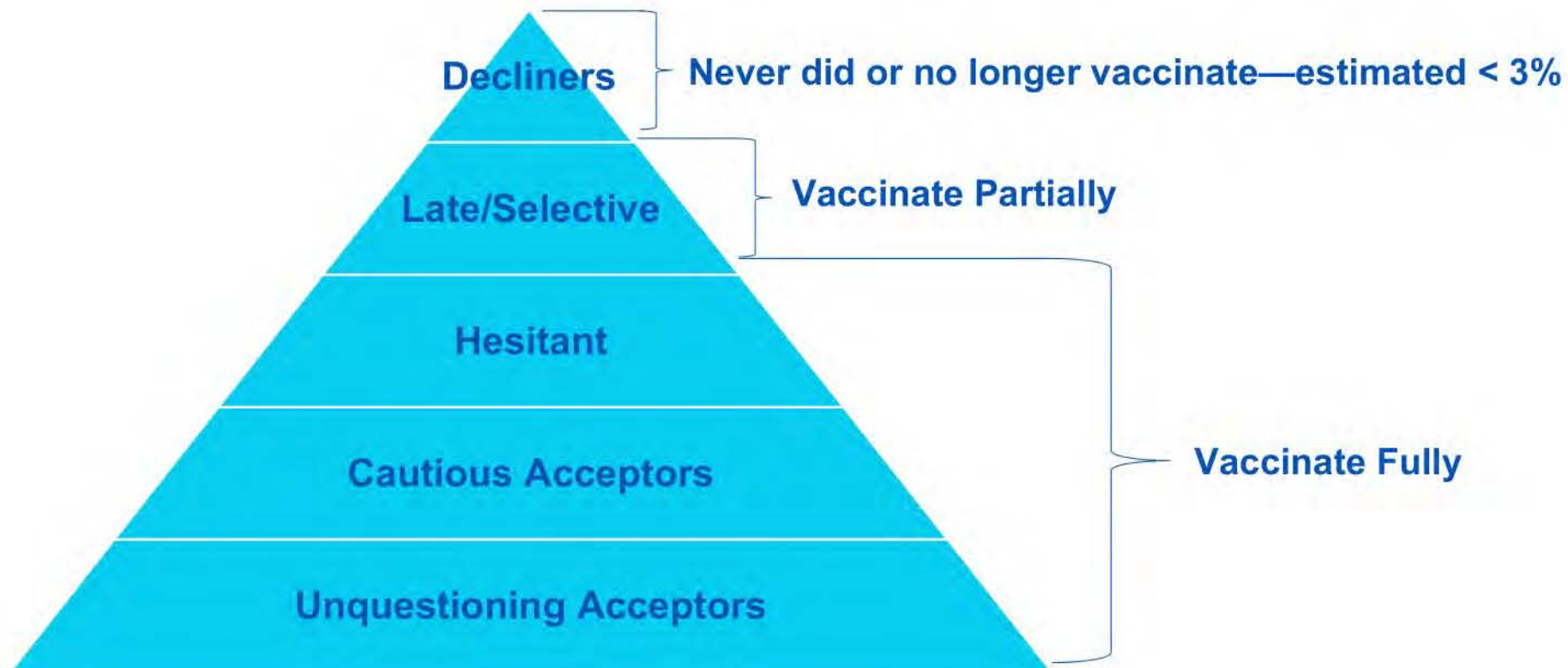


# Parents have questions about COVID-19 vaccines...

- **Truncated approval process:**How many kids were in the trial? Were corners cut in the rush to market?Is there enough data?**Safety:**What are the short- and long-term effects for kids? What ingredients are in the vaccines? Are they safe?Can these vaccines alter their DNA? Do they cause cancer or infertility?
- **Risk/benefit equation:**If kids don't get sick from COVID-19, then is the vaccine worth the risk? My child has already had COVID-19, do they really need the vaccine?**Ethical and religious concerns:**Are the vaccines made with aborted fetal cells?Are COVID vaccines halal?



# Most parents follow vaccine recommendations...



# Campaign Framework



# Research: Building a strong campaign foundation.

- Conduct secondary and primary research to: Uncover current and detailed parent attitudes on COVID-19 vaccines, including emotional and rational triggers for action, and barriers and incentives to vaccination; Build parent personas to drive campaign strategy, incorporating data on race/ethnicity, age, income, geography, vaccine confidence; and Develop most effective messages and identify messengers. Partner with trusted organizations and messengers including: HealthCare Providers (AAP, AAFP), Community + Stakeholders (NEA, PTA, Rotary, NSTA), Faith Organizations, Public Private Partnerships, Digital and Social: Creating new and regular content to reach parents with information. Enlist mom influencers to expand reach and impact with parents:



# HCP Partnerships: Engaging pediatricians and family physicians to build parent confidence in COVID-19 vaccines.

- Partner with AAP and AAFP: Enlist voice of Committee on Infectious Disease (Redbook Committee) Critical influencer and ally in driving HCP communications on COVID-19 vaccines Guides work of AAP and AAFP Provide physician training and tools to champion adolescent COVID vaccination—leverage learnings from evidence-based vaccine champion programs at the practice level Facilitate “point-of-care” campaign materials and messages Leverage physician voices in earned, paid, and social media Enlist expert input on parent messages and materials Promote parent resources on [healthychildren.org](https://www.healthychildren.org) and [familydoctor.org](https://www.familydoctor.org).



# Community + Stakeholder Engagement: Enlisting the education ecosystem to support vaccine uptake.

- Partner with NASN, NEA, and National PTA: Develop “townhall toolkit” to kick off campaign at the local level: Provide tools for school nurses to communicate about safety and efficacy and the importance of vaccination Enlist parent champions to participate and drive ongoing peer-to-peer conversations Engage teachers as advocates with kids and parents Provide tools for local earned and social media Build school-based incentives for adolescents to vaccinate: Student Service Learning (SSL) hours earned for proof of vaccination Science “extra credit” for COVID-19 vaccination





# Community + Stakeholder Engagement: Recruiting faith leaders to educate and support parent.

- Partner with national and regional faith organizations: Distribute talking points for preachers and church leadership Link local churches to HCPs for speaker programs (through AAFP and AAP partnerships) Provide tools for social and earned media





## Community + Stakeholder Engagement: Partner with community groups with vaccine promotion credibility.

- Rotary is ramping up COVID-19 vaccination support around the world and its community ties and influence are strong across the United States. Footprint reaches into every community in the United States—with ties to businesses and employers. Interact clubs reach adolescent and young adult cohorts directly—12–18-year-old members. Long history on global vaccines and infectious disease.



# Community + Stakeholder Engagement: Update resources for the COVID-19 Community Corps.

- Arm allies with information and tools to communicate post-authorization: Tailored materials for parent “champions” to drive awareness in their community  
Regular (bi-monthly) updates—social media messages, creative assets, and website badges—for organizational members’ social and owned media assets



## **Corporate Partnerships: Leveraging corporate marketing channels to reach parents and adolescents.**

- In-kind communications support for campaign messages: Vaccination prompts to accompany photo memory notices on Amazon Prime Photo, iPhoto, Facebook, etc. In-kind donations of ad and marketing space to promote campaign messages and creative assets Parent and adolescent incentives to learn about vaccines (i.e., watch a video, get a discount) and for immunization (discounts for vaccination)



## **Digital and Social: Creating new and regular content to reach parents with information.**

- Supplement existing content to reach parents: Facts about COVID-19 vaccination for adolescents—efficacy, safety, process for authorization, etc. Videos with HCPs—and families affected by COVID-19 vaccination Social media assets featuring parents opting in to COVID vaccination

## Digital and Social: Engaging moms online.

- Enlist mom influencers to expand reach and impact with parents: Partner with influencer communities to drive awareness and peer-to-peer conversation Provide HCP voices to dispel myths and promote value, safety, and efficacy—through community events and online platforms (podcasts, Facebook + Instagram live, etc.) Provide influencers and moms with social tools to share their vaccination stories and drive social norms



## Earned Media: Building awareness in real time.

- Build campaign media infrastructure and conduct regular outreach: Build media database for national and local parent media Package data, stories, and experts for ongoing outreach Segmented and tailored messages and messengers to reach all parent profiles Build editorial calendar for outreach—vaccine authorization and availability, relevant calendar milestones (camp/sports seasons, back-to-school, etc.), uptake measures, etc. 24/7 monitoring and rapid response to counter anti-vaccination efforts



## Earned Media: Providing partners with tools to drive local coverage.

- Build media toolkit for partners: Customizable templates for op eds and letters to the editor Talking points for media interviews Event and outreach ideas to drive coverage Regular updates, including monthly social media assets (messages and social graphics)

## Paid Media: Partnering with parenting and women's books to drive awareness.

- Partner with Meredith or Hearst: Host expert roundtable on COVID-19 and kids—Parents Guide to Helping Your Kids Out of COVID Feature HCPs, family stories, and mom influencers Promote on social and publish key takeaways in parent guide to post-COVID life Promote in print and online outlets



## **Paid Media: Multichannel marketing to HCPs.**

- Research shows that electronic health record reminders facilitate physician recommendations and drive vaccination uptakeConsider paid campaign targeted to HCPs to prompt recommendations and reminders for parents and patients



# Parents Media Consumption—Age 35-49

- In order to understand the media usage behavior of parents with children that are age 12-15, we pulled a custom MRI tabulation for parents age 35-49. Parents age 35-49 are the closest age categories in the MRI dataset to the typical age range for mothers of current 12-15 year-olds. In 2005, The median age of mothers in the United States at the birth of their child is 27.1. Therefore, the median age of mothers of 12-15 year-olds is 39-41.

Child Age ('21)	Birth Year	Children Born	Age of mother at birth <sup>1</sup>							
	Year	Total	Under 15	15-19	20-24	25-29	30-34	35-39	40-44	45-49
15	2006	4,265,555	6,396	435,436	1,080,437	1,181,899	950,258	498,616	105,539	6,974
14	2007	4,317,119	6,218	445,045	1,082,837	1,208,405	962,179	499,916	105,071	7,349
13	2008	4,247,694	5,764	434,758	1,052,184	1,195,774	956,716	488,875	105,972	7,650
12	2009	4,121,019	5,030	409,840	1,006,055	1,166,904	955,300	474,143	105,813	7,934

<sup>1</sup> Source: National Center for Health Statistics, *National Vital Statistics Reports*. Births by Age and Race of Mother.

# GM Parents 35–49 Media Consumption

**Key highlights:** Parents aged 35-49 index most heavily for OOH (112), Radio (108) and Internet (106). They spend a lot of time on social media: particularly Facebook (73%), Instagram (44%) and Pinterest (25%). However, they watch less TV than gen pop (index of 78 overall). They are also light consumers of newspapers (73) and average consumers of magazines (100).

MEDIA USAGE (Index) ← Heavy Medium Light →

Media Channel	I	II	III	IV	V
TV	55	83	106	134	122
Radio (Primetime)	109	114	109	92	75
Internet	102	117	106	107	69
Magazine	92	105	102	93	107
Newspaper	69	105	105	105	116
OOH	118	100	101	95	85

Key: red = index below 90; green = index above 110

Media Channel	Overall Index ↓
OOH	112
Radio – Total	108
Digital	106
Magazines	100
TV – Primetime M-F, 8P-11P	90
TV – Total	78
Newspaper	73
TV – Weekdays M-F, 9A-4P	64

Social Media Channel	Vert%	Index ↓
Pinterest	25%	122
Instagram	44%	118
Facebook	73%	111
Twitter	18%	104
Snapchat	20%	92



# B/AA Parents 35–49 Media Consumption

**Key highlights:** B/AA parents aged 35-49 are above-average consumers of all media channels, except OOH (80). They over-index most heavily for print: magazines (136) and newspaper (117). Internet (111) is also a strong channel, with strong indices for the 2 heaviest-consumption quintiles. Radio (111) and TV (108) also have high indices for the heaviest-consumption quintile.

MEDIA USAGE (Index) ← Heavy Medium Light →

Media Channel	I	II	III	IV	V
TV	119	80	110	103	87
Radio (Primetime)	111	122	100	95	72
Internet	114	116	107	86	77
Magazine	129	113	74	72	111
Newspaper	103	118	99	86	95
OOH	72	86	116	108	118

Key: red = index below 90; green = index above 110

Media Channel	Overall Index ↓
Magazines	136
Newspaper	117
TV – Weekdays M–F, 9A–4P	116
Digital	111
Radio – Total	111
TV – Total	108
TV – Primetime M–F, 8P–11P	98
OOH	80

Social Media Channel	Vert%	Index ↓
Instagram	47%	126
Facebook	70%	106
Pinterest	22%	104
Snapchat	16%	77
Twitter	12%	65



# Hispanic Parents 35–49 Media Consumption

**Key highlights:** Hispanic parents aged 35-49 are heavy consumers of Radio (113) and Internet (109), which over-index for the high-consumption quintiles. Magazines (111) are also an important channel, although consumption is more evenly spread. They are below-average viewers of TV (86), falling on the lower-consumption end of the spectrum. Newspaper (96) and OOH (81) are also less important channels.

MEDIA USAGE (Index) ← Heavy Medium Light →

Media Channel	I	II	III	IV	V
TV	65	98	99	135	104
Radio (Primetime)	118	116	100	99	68
Internet	124	104	79	107	86
Magazine	101	93	117	91	99
Newspaper	82	116	104	87	110
OOH	78	78	109	108	128

Key: red = index below 90; green = index above 110

Media Channel	Overall Index ↓
Radio – Total	113
Magazines	111
Digital	109
Newspaper	96
TV – Primetime M-F, 8P-11P	91
TV – Total	86
OOH	81
TV – Weekdays M-F, 9A-4P	75

Social Media Channel	Vert%	Index ↓
Instagram	43%	117
Snapchat	23%	106
Facebook	64%	97
Twitter	16%	88
Pinterest	16%	78

# Asian American Parents 35–49 Media Consumption

**Key highlights:** Asian American parents aged 35-49 are very heavy Internet users (117), with high indices for the top 2 highest-consumption quintiles. They under-index for the other main media channels; principally TV (61), where they have a 198 index for the lowest-consumption quintile. Radio (68) and Newspapers (70) are also well below gen pop. Magazines (89) and OOH (88) are closer to, but still below, average.

MEDIA USAGE (Index) ← Heavy Medium Light →

Media Channel	I	II	III	IV	V
TV	35	68	92	107	198
Radio (Primetime)	60	114	92	128	106
Internet	131	126	107	81	55
Magazine	86	101	93	107	113
Newspaper	73	101	99	109	117
OOH	87	78	101	92	142

*\*Note that some samples may be low and unstable\**

Key: red = index below 90; green = index above 110

Media Channel	Overall Index ↓
Digital	117
Magazines	89
OOH	88
Newspaper	70
TV – Primetime M-F, 8P-11P	69
Radio – Total	68
TV – Total	61
TV – Weekdays M-F, 9A-4P	47

Social Media Channel	Vert%	Index ↓
Facebook	69%	105
Twitter	16%	93
Instagram	34%	92
Pinterest	17%	82
Snapchat	11%	53



# AIAN Parents 35–49 Media Consumption

**Key highlights:** American Indian/Alaska Native parents aged 35-49 are heavy consumers of Magazines (205), Radio (126), and OOH (124). They also over-index for Digital (116), including all social media. They are not heavy TV (81) viewers and have a high index of 128 for the lowest-consumption quintile. Newspapers (80) are another channel where they index well below gen pop.

MEDIA USAGE (Index) ← Heavy Medium Light →

Media Channel	I	II	III	IV	V
TV	39	123	96	114	128
Radio (Primetime)	135	126	86	123	29
Internet	126	105	115	82	71
Magazine	159	120	70	48	103
Newspaper	89	125	76	105	104
OOH	108	187	87	83	35

*\*Note that some samples may be low and unstable\**

Key: **red** = index below 90; **green** = index above 110

Media Channel	Overall Index ↓
Magazines	205
Radio – Total	126
OOH	124
Digital	116
TV – Weekdays M-F, 9A-4P	83
TV – Total	81
Newspaper	80
TV – Primetime M-F, 8P-11P	70

Social Media Channel	Vert%	Index ↓
Pinterest	38%	180
Twitter	22%	122
Facebook	68%	104
Instagram	38%	103
Snapchat	21%	100



## Additional Considerations

- Creative approach—Evolving the campaign brand to parents16–18-year-old cohort—How can this effort support and drive uptake in older teens where parents have major influence? Younger cohorts—How will campaign evolve to reach parents of younger kids, toddlers, and infants?

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## Johnson & Johnson

### Emergent Contamination

*Did the contamination at Emergent impact the 150M doses the company already produced (62M of which are J&J)?*

- No doses have gone out to the American people from this facility yet, and before any doses will be released, there will be a thorough FDA review to ensure safety and quality.
- This is true of all EUA vaccines: nothing goes out to the public without FDA authorization, which follows a rigorous review of safety and quality.
- J&J now has full operational responsibility for this facility, and we worked with AZ to move their production elsewhere to focus the facility on one vaccine alone to avoid any future mix-ups.
- As we have said before, the company continues to work through issues with FDA and nothing from this facility would go out without FDA authorization.

*What happened with the 15 million ruined doses and what are you doing about it?*

- No vaccine manufactured at the Baltimore facility has been used in U.S. vaccination efforts so far, because the facility has yet to be authorized by FDA.
- J&J is installing a new senior leadership team to oversee all aspects of production and manufacturing at the Emergent facility.
- J&J will have full responsibility for the operations, production, and manufacturing of the facility.
  - J&J continues to work through manufacturing issues with the FDA, and no product will come out of the Baltimore facility without authorization by FDA. This is a critical part of ensuring quality and safety of vaccine product.
- Johnson & Johnson does not expect this to impact their overall commitment to provide nearly 100 million doses by the end of May. And we are on track to have enough vaccine supply for all adults by the end of May.

## AstraZeneca

- In order for J&J to take full responsibility for the Baltimore facility, HHS worked with AstraZeneca to move its production out, so the facility can exclusively focus on manufacturing J&J vaccine.
- Working closely with FDA, HHS determined it was most appropriate to limit the facility to production of one vaccine.
- The administration is working with AZ to immediately identify other facilities to continue their domestic manufacturing of AZ drug substance, and several options are under consideration.

## Enough Vaccine for All Americans

*How are you going to meet your goal of enough vaccine for all adult Americans by the end of May?*

- There are 255 million adult Americans.
  - There are 263M Americans eligible given that Pfizer can be used in 16 yr old+
- Moderna and Pfizer are on track to deliver enough doses for 200 million people by the end of May.
- J&J has reiterated that in addition to the 20 million they've already delivered, they're on pace to deliver at or near the 100M by the end of May.
- All of that adds up to a number well in excess of the amount we need.

#### Pace of J&J

*What's up with the pace of J&J doses. Is there J&J specific hesitancy that needs to be overcome?*

- We believe J&J is being well received across the country as a third effective and safe vaccine.
- This is not unexpected. We know that some states opted to spread out J&J distribution over a longer period of time because we were clear with them that J&J doses would be limited for the first few weeks.
- So, we will monitor how states and federal partners perform in next week as supply has increased.

#### Vaccine Hotspots

##### More Allocation

*Will you send more doses to hotspots?*

- We're working with CDC to identify hotspots.
- We're there to support states. And we are accelerating our vaccinations program.
- If a state is experiencing a spike in cases, we (and CDC) are working with states to
  - A) Identify hot spots and factors contributing to these spikes
  - B) Assess mitigation measures in place and amplify these measures
  - C) Examine the deployment of vaccinations across the state to determine if changes are needed to reach highly impacted communities.
- For example, our team including CDC is engaged with Michigan's health team to help identify actions to stop the spread including:
  - Targeted vaccinations efforts,
  - Increased testing resources,
  - And additional mitigation strategies
- As to additional vaccines – everything is on the table.

#### Michigan

*How are you helping states experiencing surges like Michigan?*

We have a menu of options:

- Testing Surges: CDC has offered to pilot implementation of twice a week home testing of high school athletes. CDC has offered to set up a new PCR or BINAX testing facility at a testing dessert.



- Personnel on site in outbreak areas: CDC has offered assistance with an outbreak among staff and incarcerated individuals at Ionia Bellamy Correction Facility and the nearby community; CDC is rostering a team to respond
- Increasing Vaccination Sites: HHS working to get additional Michigan FQHCs online as part of our FQHC vaccinations program, focused in hard-hit areas.
- Therapeutics: HHS is working to scale up delivery of therapeutics to Michigan

#### CDC Travel Guidance

- CDC has a responsibility to update its guidance and inform the tens of millions of Americans who have been fully vaccinated on the latest science showing what they can do safely.
- The evidence is clear: vaccines are effective. CDC has announced that travel for fully vaccinated people is low risk.
  - Within the United States, fully vaccinated people can travel without COVID-19 testing or post-travel self-quarantine.
  - Vaccinated travelers should continue to take COVID-19 precautions: wear a mask, avoid crowds, socially distancing, and washing hands frequently.
- However, given the rising cases and spread of variants and the large number of Americans yet to be vaccinated, the CDC Director continues to encourage people to avoid unnecessary travel at this moment.
  - Past surges of COVID-19 cases in the U.S. have followed larger surges in travel.
  - New virus variants have spread globally and in the U.S. through travel.
- This is one of the many reasons to get vaccinated. Vaccines offers an opportunity to return to normal life. We're working hard to get everyone vaccinated as fast as possible, but we're not there yet – the vast majority of people still need to be vaccinated. So now isn't the time to let down our guard.

#### Immigration

##### Crowding at Facilities

##### *Aren't you concerned about crowding at UAC facilities?*

- As we have said repeatedly, a Border Patrol facility is no place for a child.
- We have been working around the clock, in coordination with HHS, to quickly move unaccompanied children out of these crowded Border Patrol stations and into the care of HHS so they can be placed with family members or other sponsors.
- We deployed FEMA to help HHS quickly build additional capacity to shelter unaccompanied children.
- We also developed and deployed a plan for HHS to more quickly place unaccompanied children with family members.
- We are seeing progress, but it takes time.



- Let me be clear: the border is not open, people should not make the dangerous journey, and we will continue to expel individuals and families.

#### Testing

*Why does DHS not test all adults entering the country illegally?*

- On the vast majority of the southwest border – Texas, Arizona, New Mexico, and California – testing takes place.
  - We have ramped up partnerships with local NGOs to ensure testing takes place for migrants entering the country.
  - Unaccompanied Children crossing the border are processed through HHS facilities and tested.
  - Migrants entering ICE facilities are tested, and they are quarantined if they test positive.
- DHS is eager to get *additional* funding into the hands of the local public health officials in Texas.
  - Our policy is to coordinate with local governments and NGOs to ensure testing for migrants is available and that steps for isolation, quarantining and medical care can be taken should it be needed.

#### Vaccine Verification

- Let me be clear, the government is not now nor will we be supporting a system that requires Americans to carry a credential.
- There will be no federal vaccinations database and no federal mandate requiring everyone to obtain a single vaccination credential.
- As these tools are being considered by the private and non-profit sectors, our interest is simple: Americans' privacy and rights should be protected so these systems are not used against people unfairly.
- *If pushed:*
  - *There have been questions raised about privacy, accessibility, and affordability, and our goal is to make sure that Americans' privacy is secure and protected.*

#### Surging Cases / States Reopening

*Why are you not doing more to stop states from reopening?*

- We know people are tired.
- Our advice is clear – now is not the time to let our guard down and relax proven public health measures.
  - We must recommit to taking the steps we know work to prevent the spread as we continue to scale up our vaccination efforts.

- The President is doing everything he can – 100 Day Mask Challenge
  - Mask mandate on federal land and buildings
  - Mask mandate on interstate travel
  - POTUS uses every opportunity to remind us not to let down our guard
- If a state is experiencing a spike in cases, we (and CDC) are working with states to:
  - A) Identify hot spots and factors contributing to these spike
  - B) Assess mitigation measures in place and amplify these measure
  - C) Examine the deployment of vaccinations across the state to determine if changes are needed to reach highly impacted communities.
- As to additional allocations of vaccines – everything is on the table.
- Bottom line, we need everyone to continue to be vigilant as we work to vaccinate the country.

#### Public Education Campaign

- We know the most important thing we can do is invest in trusted messengers across the country.
- That's why we launched the COVID-19 Community Corps – our program to get fact-based messages into the hands of local messengers – more than 2,700 organizations have signed up so far.
- We're also investing \$3B to states and community-based organizations to strengthen vaccine confidence in the highest-risk and hardest hit communities. This funding could go to:
  - Faith-based organizations to conduct door-to-door outreach
  - Community health workers who do culturally-competent bilingual health outreach
  - Disability organizations to ensure people have transportation to sites
- We're ramping up paid media efforts -- in multiple languages -- to match supply.

#### Reaching Conservatives

*What are you doing to reach conservatives?*

- The President's goal is to vaccinate all Americans, not just those who voted for him.
- We know we need to meet everyone where they are with trusted messengers, and that includes conservatives. That's why we're engaged with:
  - Faith Leaders: Dr. Fauci and Dr. Collins hosted an event with evangelical leaders to discuss the vaccine and how we can partner with them. Dr. Francis Collins has participated in The 700 Club. Dr. Nunez-Smith hosted a faith leaders roundtable.
  - Rural Leaders like the Farm Bureau.
  - Doctors: Eighty-one percent of Republicans said they would trust their own doctor or health care provider to provide reliable information about a COVID-19 vaccine. That's why we're engaged with the American Medical Association, Family Physicians Association, and American College of Physicians.



- Media and Entertainment Industry: We've run PSAs with Deadliest Catch. We're engaged with NASCAR and Country Music TV. We've participated in Q&A with Hugh Hewitt, the Bulwark and Fox News.
- And to help meet conservatives where they are, we're expanding mobile clinics in rural areas to reach people where they are.

#### Global

##### Global – Vaccine Sharing

- The President's first priority is to take care of the American people.
  - We are a country that has suffered over half a million deaths, more than any country in the world.
  - And given the unpredictability of this virus, we must be prepared for a variety of scenarios.
- However, as we get increasing confidence that we have enough vaccine, we will look at options for sharing doses globally, including through COVAX.
- In the meantime, we've already taken significant steps. Under the President's direction, the U.S. has:
  - Re-engaged with the WHO on Day 1.
  - Committed to providing the most funding to COVAX of any other country in the world – with \$4B. This gives money to developing countries to purchase vaccine.
  - Announced with our Quad partners that we are working to achieve expanded manufacturing of safe and effective COVID-19 vaccines at facilities in India. This boosts production globally.

#### *If pushed*

- As we get increasing confidence that we have enough vaccine, we will explore options for sharing doses with the rest of the world.
- The U.S. is one of the hardest hit countries in the world by this pandemic and we still have millions of more people to vaccinate.
- We are still accelerating our own vaccination campaign and are trying to reach as many people as quickly as possible while preparing for a variety of scenarios as we battle variants

##### Global – Drug company IP sharing

- The top priority of the United States is saving lives and ending the pandemic in the United States and around the world.
- This includes investing in COVAX and working with partners, as we announced with the Quad, to surge vaccine production and delivery.



- As part of rebuilding our alliances, we are exploring every avenue to coordinate with our global partners and are evaluating the efficacy of any measure by its true potential to save lives.

#### Global – WHO Origins Report

- Our experts continue to evaluate the WHO report. We have dedicated hundreds of collective hours to its review.
- What is clear from our review thus far is that the report lacks crucial data, information, and access. It represents a partial and incomplete picture.
- We urge the WHO to ensure the second phase of this study commences without further delay, including in China, in a way that respects and adheres to principles of transparency and openness, is expert-led and free from interference.
- We will continue to work constructively with the WHO and continue to focus on our mission at home – encouraging Americans to mask up, socially distance, and get vaccinated as soon as it's your turn.

#### *What do you want to happen next?*

- The next phase of this study must be swift, led entirely by a team of experts and conducted without interference from China. Their access to original data must be guaranteed, and their deliberations must be transparent, expert-led, and timely.
- These studies should include additional follow-up in China, should explore all hypotheses, including the need for studies of animals to find the means of introduction into humans, and must include access to original data.

#### FEMA Reimbursement Funding

*How does the new FEMA funding differ from ED's \$122B funding for K-12 schools from ARP?*

- The FEMA funding is open to a broader array of settings like child care centers, domestic violence shelters, and health care facilities—in addition to K-12 schools.
- The ED funding covers a much broader set of services such as afterschool programs, tutoring, mental health services, WiFi hotspots for students, and hiring more teachers.
- Timing of when states can access the funds also differs -- ED funding comes *in advance* of a cost incurred and FEMA is generally reimbursed only *after* the state/school pays for a product or service.
- While there is some overlap (both fund PPE, cleaning, and physical barriers for example), that is by design. It's a once in a century pandemic and states and schools need maximum flexibility to get kids back in school.

#### FEMA Sites

- The sites are not closing. States are taking over maintenance of the sites and the federal government will continue to pay for the resources at each sites.
- We committed to these sites being in place for 8 weeks. We offered to *extend* the site beyond that 8 week period, for 4 additional weeks. A number of states have taken us up on that offer.
  - That includes full staffing and funding, with vaccine supply coming from the state.
- We are incredibly proud of these sites, which have delivered more than 2 million shots – 65% to people of color.

#### Merck

- I'm not going to comment on an ongoing investigation from an incident in 2017.
- I will say that Merck is one of the world's largest vaccine manufacturers.
  - The partnership with J&J has the potential to significantly increase the J&J vaccine output.
  - As part of the partnership between Merck and J&J, they are totally retrofitting and updating Merck's plant in Durham.
- That said, any doses coming out of that facility would be cleared through a rigorous FDA process.

#### Moderna Vial Size

*How will the Moderna news impact your overall goals?*

- This is encouraging news. It's another tool in our toolbox and gives the company additional options as it manufactures millions of doses.
- As the President said, we'll have enough supply for every adult in America by the end of May.
- Moderna remains on track to meet its goal of 200 million doses by the end of May, and we will continue to work closely with the company.

## Website

*Can you tell us more about the website? Why wait until May 1?*

- We know it has been frustrating for people to find a vaccine.
- Much of that has been due to supply constraints but there are also too many websites and call centers that aren't working as they should.
- And we will launch a federal website by May 1 when all Americans are eligible. This website will help people find vaccination locations convenient to them.
- As all Americans are made eligible in May, we are also planning to have a 1-800 number available for individuals who do not have easy access to the internet to find a vaccine.

*Why not until May 1?*

- We are piloting the program now and focused on helping states improve their own websites as supply ramps up.
- We will fully launch on May 1<sup>st</sup> when all Americans will be eligible.

## Equity

*Racial disparities are persistent in vaccine administration and getting worse. What are you doing about it?*

- Black and brown communities hardest hit by the pandemic.
- That's why we've set up channels to help ensure Black and brown communities have equitable access to the vaccine. We're sending vaccine directly to:
  - Mobile Units are meeting people where they are.
  - Community Health Centers that serve 60% people of color, expanding eligibility to 85%
  - Pharmacies in local neighborhoods. More than 25% of pharmacy doses have been administered in high-risk communities.
- We're giving communities resources.
  - We're providing \$250M in local grants through the HHS Office of Minority Health to encourage COVID-19 safety and vaccinations among underserved populations.
- We're accelerating that work
  - \$6B to Community Health Centers
  - Dialysis partnerships
  - \$330M for Community Health Workers
- And we will continue to accelerate our efforts to ensure a fair and equitable response.

*On Florida's pop-up vaccine clinics –*



- We take equity seriously and keep it at the center of our response.
- If you look at the data, 17% of Florida's population is Black, but less than 7% of vaccinations have gone to African Americans in the state.
- That's one reason why we opened 4 FEMA sites – in Miami, Tampa, Jacksonville, and Orlando. These sites disproportionately serve communities of color.
- In the weeks ahead, we will be working with the state of Florida to ensure they take our best practices in reaching communities hardest hit by this pandemic and apply them statewide.

#### New Goal

*Why no progress on average shots per day? The goal doesn't seem very ambitious?*

- When we put out our 100M shots goal, it was considered *too* ambitious.
  - No one considered 200M shots in 100 days possible.
- Now, we will have enough supply for all Americans by the end of May.
  - By April 19, 90% of Americans will be eligible and 90% of Americans will be within 5 miles of a vaccine.
- 200 million shots in 100 days is *double* our original goal.
  - And, we have to do the second hundred much faster than the first 100 million
- When we hit our new goal, more than half of adults in Americans will have received their first shot.
  - That's only about a month away.

#### 2.5M shot/day average

*Will you increase your average shots per day going forward?*

- We are doubling our original goal -- 200 million shots in 100 days.
- 2.5 million shots per day is a pace we need to maintain, and it's a record that we will continue to build on.
- We may see an uptick in the average daily shots as supply continues to increase and states respond to the President's directive to open up eligibility to all Americans no later than May 1.

#### Low Demand

*Are you hitting a wall on demand?*

- We're averaging *more than* 2.5M shots per day. That is a strong pace and it enables to meet the President's goal of 200M shots in 100 days.
  - At that point, more than half of the adult population will have one shot by day 100.
- We know there are tens of millions of people out in the country who are ready to step up and get vaccinated when it's their turn.

## 1 Dose vs 2 Doses

*Based on CDC's new evidence that the first shot gives 80% protection, shouldn't we just focus on getting 1 dose to as many people as possible rather than the current strategy for 2 doses?*

- No. It is vital that everyone get their second dose of the Moderna or Pfizer vaccines.
- While these new data on the effectiveness of the first dose are encouraging, we do not know the durability of the protection after a single dose.
- We know that the second dose provides even greater protection and we want to make sure that people get as robust an immune response as possible given the rise in concerning variants in the U.S.
- Importantly, FDA has authorized the two-dose vaccine series and has not authorized a single dose for these vaccines.
- Finally, the supply of available vaccines in the U.S. is ramping up substantially, allowing us to keep a focus on getting as many people fully vaccinated as quickly as possible without having to postpone the 2<sup>nd</sup> dose.

## AstraZeneca

*Key points for any question*

- We will have enough supply of the Pfizer, Moderna, and J&J vaccines for all Americans by May 31 and all adult Americans will be eligible for vaccinations no later than May 1.
- The AstraZeneca vaccine will go through that same rigorous authorization process by the Food and Drug Administration and Centers for Disease Control and Prevention after thorough review of the data by independent advisory committees.

*Do you have confidence in AZ?*

- The AstraZeneca vaccine will go through that same rigorous authorization process by the Food and Drug Administration and Centers for Disease Control and Prevention after thorough review of the data by independent advisory committees.

*If approved by the FDA, will the Biden Administration use AZ in this country?*

- It is important to remember that we have 3 highly effective vaccines and will have enough supply of Pfizer, Moderna, and Johnson & Johnson for all adults in the U.S. by end of May.
- Any additional vaccine candidates will go through a thorough review process and we will await that outcome.

## Teacher Vaccinations

*It's now April. Did you vaccinate all the teachers?*

- It takes some time for the data to roll in, but we're encouraged by the results we were seeing. We hope to have more to say next week.

#### CDC Data Tracker

*Why does CDC data not match the companies being close to targets?*

- CDC data tracker shows doses that have been ordered and delivered.
- CDC data tracker does not show overall vaccine allocations, and it does not show doses released to the U.S. government, which is what Pfizer, Moderna, and J&J base their targets on.
- We are working to make the publicly available allocations more complete so folks have a clearer picture of exactly how many doses have been allocated by the USG each week.



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Dream Organization Chart for PEC

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**From:** Pearlman, Aj (HHS/IOS) /O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=B823159C628641FB89934AD67912EDFF-PEARLMAN, A <Aj.Pearlman@hhs.gov>

**To:** Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri <Kristina.Schake@hhs.gov>

**CC:** Hirsch, Leni (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=34faf26d8bf7481da08337c21162092f-Hirsch, Leni <Leni.Hirsch@hhs.gov>; Bousbar, Sabrina (OS/ASPR/IO) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c3b36fcca26340edb30d5318295d8da7-Bousbar, Sa <Sabrina.Bousbar@hhs.gov>

**Subject:** For Discussion: Strategic Comms/Public Education

**Date:** 2021/03/14 07:30:35

**Priority:** Normal

**Type:** Note

Hi Kristina,

Starting a list of discussion points as we work to get you up to speed! I know that Josh has the paid marketing side of the campaign well in hand, and that that will be your major focus until it gets rolled out. But there are several other pieces we are planning to include that I expect you'll be intimately involved with. See below.

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This list is mainly a reminder for me. I'm cc'ing Leni and Sabrina, who are our team's two special assistants and each have a role in the above. I'm thinking that Sabrina will be working with you closely and Leni will also engage as needed.

Thanks,  
AJ

AJ Pearlman  
Chief of Staff, COVID-19 Response  
Department of Health and Human Services



[AJ.Pearlman@hhs.gov](mailto:AJ.Pearlman@hhs.gov)

C: (202) (b)(6)

**Sender:** Pearlman, Aj (HHS/IOS) /O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=B823159C628641FB89934AD67912EDFF-PEARLMAN, A <Aj.Pearlman@hhs.gov>

**Recipient:** Schake, Kristina (HHS/IOS) /o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=564fa9ed5fe2444f91f5f51be8aca19b-Schake, Kri <Kristina.Schake@hhs.gov>;  
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**Delivered Date:** 2021/03/14 07:30:35



# COVID-19 National Public Education Campaign



## We Can Do This Engagement: Entertainment Industry

The U.S. Department of Health and Human Services (HHS) launched a national public education campaign, We Can Do This, to increase confidence and uptake in the COVID-19 vaccines and encourage continued prevention measures, including mask wearing and social distancing. Through the nationwide effort of consistent, fact-based public health messaging, the campaign is designed to help Americans make informed decisions about their health and COVID-19 to protect themselves and their communities.

We have reached a critical point in the pandemic – getting Americans vaccinated as quickly as possible is our path out of this crisis. To be successful, Americans need to be ready and willing to roll up their sleeves when the vaccine is available to them. We recognize the importance of Americans hearing from trusted messengers about the effectiveness and need to be confident when it is their turn to receive the vaccine. We are asking everyone to help us end the pandemic by reaching out to their communities to encourage vaccine confidence.

### “We Can Do This” Campaign

HHS’s national campaign’s call to action, We Can Do This, is designed to encourage the country to rally together with a hopeful, unifying message that emphasizes the power we all must protect ourselves and our communities through increased vaccination to end the pandemic. All the campaign’s resources and brand are available to be used by any organization that is focused on building vaccine confidence. Here are several resources and there are more on the [We Can Do This website](#) -

- Brand resources and guideline, go [here](#).
- We Can Do This Campaign Toolkit, go [here](#).
- Recent Ads from the Campaign, go [here](#).

### How We Can Help You Do Vaccine Outreach

We know from research that Americans gain confidence in the vaccine when they learn about it from people they know, recognize, and trust – including their favorite artists, athletes, and entertainers. HHS is a resource to connecting influential individuals and organizations with medical experts, the latest scientific information, FAQs, and resources that you need when reaching out to your customers and employees to build trust in the COVID-19 vaccines.



We hope to reach audiences who don't follow our official accounts to spread the messages of vaccine confidence. This is an opportunity for celebrities and influencers to connect with some of the nation's leading public health experts and to help us reach our goal of communicating directly and plainly with the American public on the topic of COVID-19 vaccination.

#### **Specific Ideas on Ways the Entertainment Industry Can Help Build Vaccine Confidence**

- Provide talent with information needed to join and support the We Can Do This campaign.
- Connect talent with the resources needed to create engaging content that increases vaccine confidence.
- Integrate We Can Do This into scripted and unscripted programming, if and when possible.
- Allow characters from scripted programming to be used in high-quality content promoting vaccine confidence.
- Donate production resources to expanding vaccine awareness.
- Work with talent to provide "giveaway experiences" (e.g. fan meet-and-greets) for those who are vaccinated.
- Amplify artists social media posts on vaccine safety and receiving their vaccine. Lead your teams or network to also post on social media about receiving their vaccine and the importance of being vaccinated.
- Work with formal and informal artist networks to expand participation in the We Can Do This Campaign.
- Help artists who rely on live events for their art and livelihoods convey the message that the sooner everyone's vaccinated, the sooner we can have concerts and shows again.

#### **Join HHS's COVID-19 Community Corps**

The COVID-19 Community Corps is a nationwide, grassroots network of voices people know and trust to encourage Americans to get vaccinated. More than three hundred key organizations and thousands of individuals are joining the ranks every day to help increase vaccine confidence and timely vaccination against COVID-19 in their communities. HHS provides all Corps members with regular, timely public health information via a range of activities, from weekly emails, to local and national events, to sharable social media and digital content.



Over the coming months, the COVID-19 Public Education Campaign Team at HHS along with the COVID-19 Response Team at the White House will be working together with prominent members of the COVID-19 Community Corps – organizations with large social followings, celebrities and influencers – to host conversations with our national public health experts as well as local medical professionals to answer direct questions about COVID-19, the vaccine, and provide our target audiences with the information they need to ultimately decide to get vaccinated. These engagements will constitute our *We Can Do This: Live* program and will allow us to reach into targeted communities. Our goal will be to communicate directly and plainly with the American public in the places where they consume content online: via content creators, podcasters, Facebook groups, and more.

### Ways You Can Help the COVID-19 Community Corps

- Become a member of the COVID-19 Community Corps to receive information, sign up [here](#).
- Collaborate and distribute COVID-19 Community Corps and We Can Do This Campaign content to your networks.
  - [We Can Do This Toolkit](#)
  - Promoting your network to receive the weekly emails, [here](#).
- Promote or host our COVID-19 Community Corps *We Can Do This: Live* Event Series
- Host your own events on COVID-19 vaccine confidence or work with us to coordinate ways to use your platform to help uplift vaccine confidence.

### Contact Us

We are here to be a resource to all organizations working to increase confidence in the COVID-19 vaccines. For more information, please visit our website [wecandothis.hhs.gov/](https://wecandothis.hhs.gov/) or contact us directly.

Kristina Schake

HHS COVID-19 Public Education Campaign Director

[Krisitina.schake@hhs.gov](mailto:Krisitina.schake@hhs.gov)

# ARP funded outreach

- CDC: Call center for vaccine appointments (target pops incl. unvaccinated seniors, communities of color, people with disabilities, those without access to broadband, non-English speakers)Community based engagement with CDC's existing partners to target messages to specific populations (e.g., partnerships with Special Olympics)Administration for Community Living: grants to Community Based Organizations / Eldercare Locator for wraparound services for seniors and people with disabilities (e.g., transportation services)Office of Minority Health: additional supports to community based organizations who serve as trusted messengersHealth Resources and Services Administration: additional funding for health centers to stand up public education efforts and reach vaccine hesitant populations, for home visitors to educate on vaccine confidence, and to reach rural populationsCOVID-19 Community Corps: grants to local organizations for wraparound services CMS: fund state Medicaid agencies to reach their populations through care coordinators and enrollment navigators to ensure vaccine uptake in hard-to-reach communities ASPA / HHS: additional funding to support paid media for public education campaign HHS: additional staff for implementationMisinformation / disinformation coordinationCOVID-19 Community Corps coordination, support, communicationsOffice of the Surgeon General outreach, communication, engagement efforts (America's Doctor as trusted messenger)





## ***Share the Mic Program Plan***

### **Statement of Purpose**

Over the coming months, the COVID-19 Public Education Campaign Team at HHS along with the COVID-19 Response Team at the White House will be working together with prominent members of the COVID-19 Community Corps – celebrities and influencers – to host conversations with our national public health experts as well as local medical professionals to answer direct questions about COVID-19, the vaccine, and provide our target audiences with the information they need to ultimately decide to get vaccinated. These engagements will constitute our “*Share the Mic*” program and will allow us to reach into targeted communities, defined as:

- White conservatives (young and old)
- African Americans (young and old)
- Latinos (young and old)
- Young People
- General Market

Our goal will be to communicate directly and plainly with the American public in the places where they consume content online: via content creators, podcasters, Facebook groups, and more.

### **Cadence**

Each week, we will set a goal of two or three “*Share the Mic*” engagements targeting at least one of these communities. We will report back each week on our reach and impact.

Often, these will take the form of interviews, but we will also work directly with creators to produce videos and written interviews as well.

### **Targeting**

- White Conservatives: To reach this community, we will target Facebook communities, faith leaders, and sports figures.
  - Some examples:
    - NASCAR drivers
    - Faith Leaders
    - Franklin Graham
    - Joyce Meyer
    - Joel Osteen
    - Country music singers
    - NFL players
- African American: We’ll target African Americans of all ages with differing strategies. However, we’ll focus on creators, tiktokers, meme pages, and communities, leveraging the equity angle of our work and the safety of each of our three authorized vaccines.
  - Some examples:



- Rickey Thompson (a multi-channel comedian and actor)
  - Tabitha Brown (a wellness influencer with wide reach)
  - The Shade Room (a celebrity gossip Instagram with 22 million followers)
  - Jackie Aina (a beauty blogger with 4 million subscribers on YouTube)
- Latino: We'll engage Latinos of all ages via a variety of content creators, focusing on Facebook and Instagram for an older demo, and then Youtube, celebrities and TikTok for younger.
  - Some examples:
    - Pero Like (A BuzzFeed production with 1 million followers)
    - Being Latino (a meme Instagram with 1 million followers)
    - Bad Bunny
    - Lele Pons
- Young: For general audience young people, we will target endemic content creators, with a particular focus on Youtube, and TikTok.
  - Some examples:
    - Tyler Oakley
    - Charli D'Amelio
    - Hank Green
    - Glozell Greene
- General: In addition to the above audiences, we will seek to have a few wide-audience digital engagements featuring some of our more prominent surrogates and principals.
  - Some examples:
    - Michelle Obama *Share the Mic* with Dr. Walensky
    - FLOTUS and Dr. Walensky work with family bloggers to answer kids' questions on COVID-19

## Implementation

The *Share the Mic* team will check in twice a week – at the top of each week to make sure all engagements for the upcoming week are locked or almost locked and at the end of each week to plan ahead for the following week's engagements and start to book doctors and influencers for these conversations.

- The *Share the Mic* Team: Tanya Hamburger, Kristina Schake, Clarke Humphrey, Adrian Saenz, and Ben Wakana
  - Tanya, Kristina, and Clarke will lead on recruiting participants and coordinating logistics surrounding the digital engagement with our public health experts or other medical professionals and the celebrities or influencers with whom they'll be speaking
  - Adrian and Ben will lead on securing talent and medical professionals beyond our national public health experts for these engagements
- Process:
  - The team will meet on Friday's and all requests are submitted, Monday sent through review process, and all is approved by Tuesday. This allows adequate

time to promote and uplift the event. The team will also meet Wednesdays for check-in and updates on action items.

### **Formats**

- Live conversation or event via Facebook Live or Instagram Live or streamed live via Zoom that can then be shared across HHS channels, the medical professionals' channels, and the channels of the person sharing the mic.
- Pre-recorded conversation that the video team at HHS will edit and produce for distribution on HHS channels, the medical professionals' channels, and the channels of the person sharing the mic.
- Podcast appearances
- Op-ed or account takeover

### **Necessary Resources**

In order to fully realize the potential of this program we'll need to ensure we have the capacity to do the following:

- Edit videos – likely using a video producer within HHS or the White House if there is absolutely no HHS capacity
- Produce graphics – likely using a graphic designer we can use to promote the events ahead of time across our social channels
- Map out which celebrities and influencers appeal to our target audiences and which medical professionals will be the best to pair with them – ideally working with someone who has experience in social media with an expertise in potential talent we can tap for these engagements

### **Metrics**

Our goal with *Share the Mic* events is to reach the audiences who don't follow our official accounts. Therefore, we will track total reach and video views for each event. We'll work with our celebrity and influencer partners to ensure they're reporting metrics back to us that we'll collate and circulate internally on a weekly basis.

In addition, we plan to track success through the number of registrations we receive after each event for COVID-19 Community Corps. After every event we will ask all viewers to take specific action and be involved with receiving up to date information from the Department of Health and Human Services by signing up at <https://wecandothis.hhs.gov/covidcommunitycorps>. The goal is 5,000 sign ups after each event. If the influencer celebrity has a following of over 10M, the goal is 10,000-20,000 registrations. We will ask each celebrity/influencer/health expert to post the event on their social media channels to make the ask of their followers to join CCC.

### **Schedule of *Share the Mic* Events**

#### **Week of April 12**

Friday, April 16, 3:00 PM ET: Dr. Fauci doing TBD

- Process for each event:



- Confirm the doctor's availability before Kristina/Other meets with the guest we are inviting
- Kristina to work with invited guest's team on date and time
  - Pitch the event formats and share the preferred format with teams. Determine what they can provide for the event and if we need a video producer on our end to lead this.
- Once date and time is established
  - Work on the programming/questionnaire/script/talking points
    - Make sure all is approved by the HHS team: IEA/ASPA/OGC
  - Request a CCC *Share the Mic* graphic
  - Request that it is announced in CCC weekly newsletter
  - Send to Op Divs/Staff Divs to amplify the event

### **Week of April 19**

Monday, April 19: Michelle Obama – Dr.

Tuesday, April 20, 3:00 PM ET: Dr. Fauci with Complex

Date/time TBD – scheduling in progress: Dr. Murthy with Sandra Oh

Date/time TBD – scheduling in progress: Jeff Zients on NowThis News

### **Week of April 26**

Monday, April 26 or 28, 1:00 PM ET: Dr. Nunez-Smith digital conversation with Tia Mowry on women's health

Tuesday, April 27, 6:15 PM ET: Dr. Nunez-Smith with Black Faith Leaders

Date/time TBD – scheduling in progress: Eva Longoria – Dr.

Date/time TBD – scheduling in progress: Kerry Washington – Dr.

### **Future Events (scheduling in progress)**

Dr. Collins conservative/faith outreach (TBD)

Dr. Nunez-Smith with Ibram Kendi (TBD)

Potentially a WWE wrestler who's reached out and wants to help

Dr. Nunez-Smith with Shonda Rhimes and TV doctors (TBD, in May)



Withheld pursuant to exemption

(b)(5)

of the Freedom of Information Act

A campaign to increase vaccine confidence while reinforcing basic prevention measures



# HHS COVID-19 Public Education Campaign

Co-Chair Briefing

**HHS COVID-19 Public Education Campaign**

*March 30, 2021*

Brought to you by the U.S. Department of Health and Human Services



# Goals

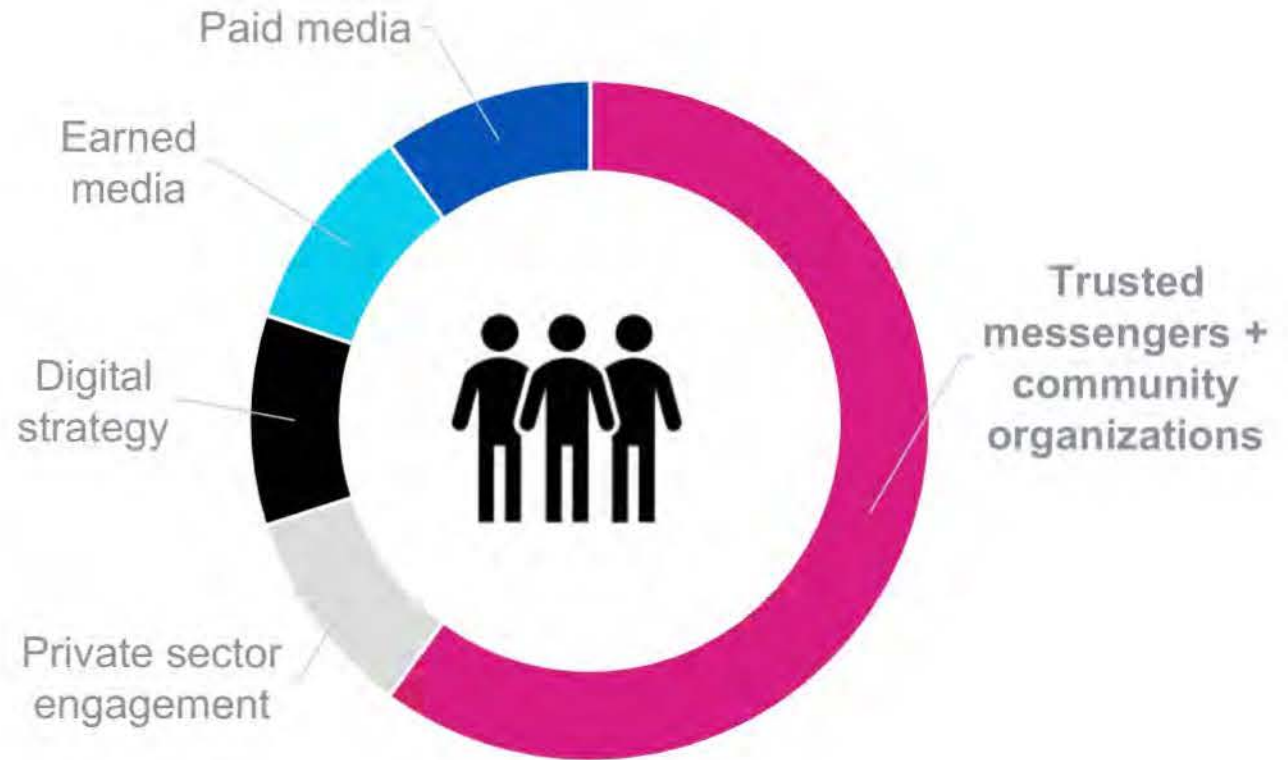
1. Educate Americans on how they can protect themselves and slow the spread of COVID-19
2. Build trust in the vaccines so more American are ready to take them
3. Increase vaccine uptake by educating Americans about how and where to get vaccinated

The public education campaign will include five key work streams targeted at four distinct audiences: community engagement, funding, and trusted messengers; corporate partnerships; digital strategy; earned media; and paid media.

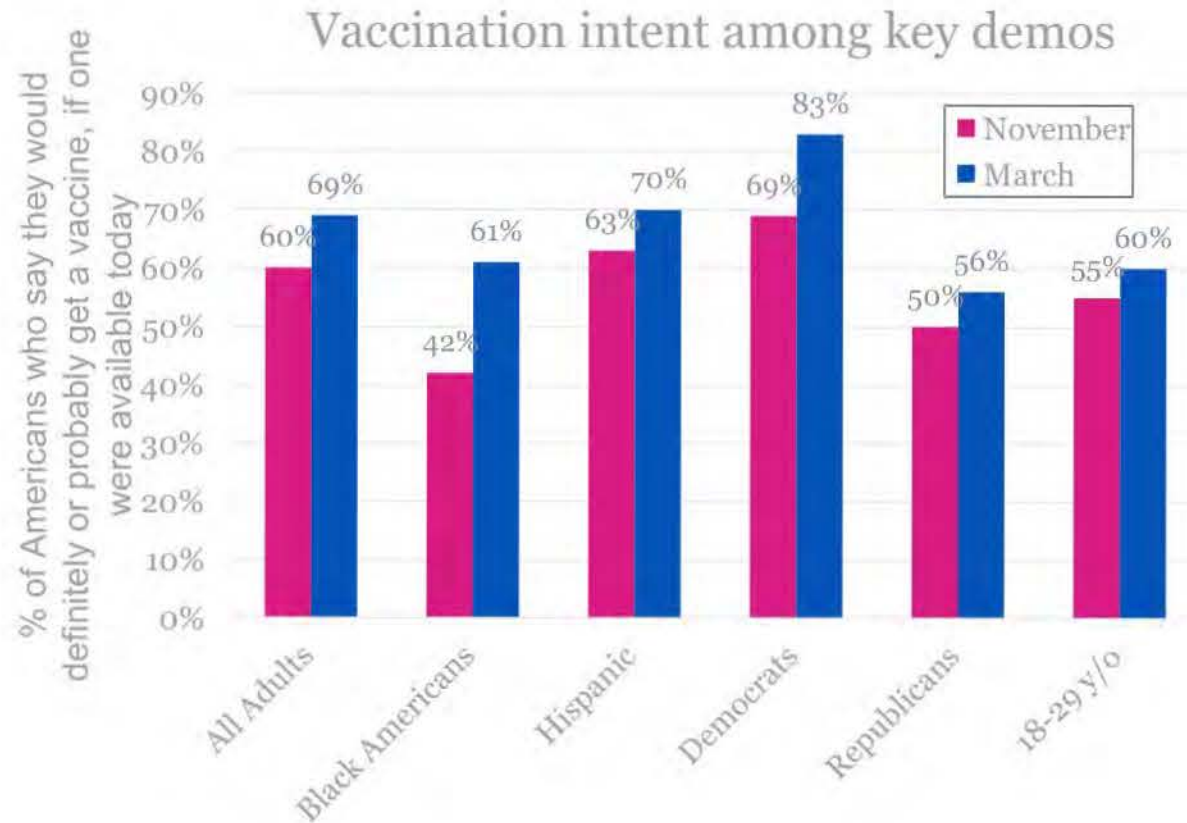


# Public Education Campaign will build vaccine confidence through five core elements

- Research shows that trusted messengers are the most effective tool with the most hesitant groups. Therefore, our largest effort will be on empowering them to carry the message and to fund grassroots efforts on the ground. While important, paid media is only a small portion of our overall program. We will also have a robust digital and earned media strategy that includes efforts from across the government, and will work closely with the private sector to promote public education messaging and to take actions that encourage vaccination.



# Vaccine enthusiasm increasing

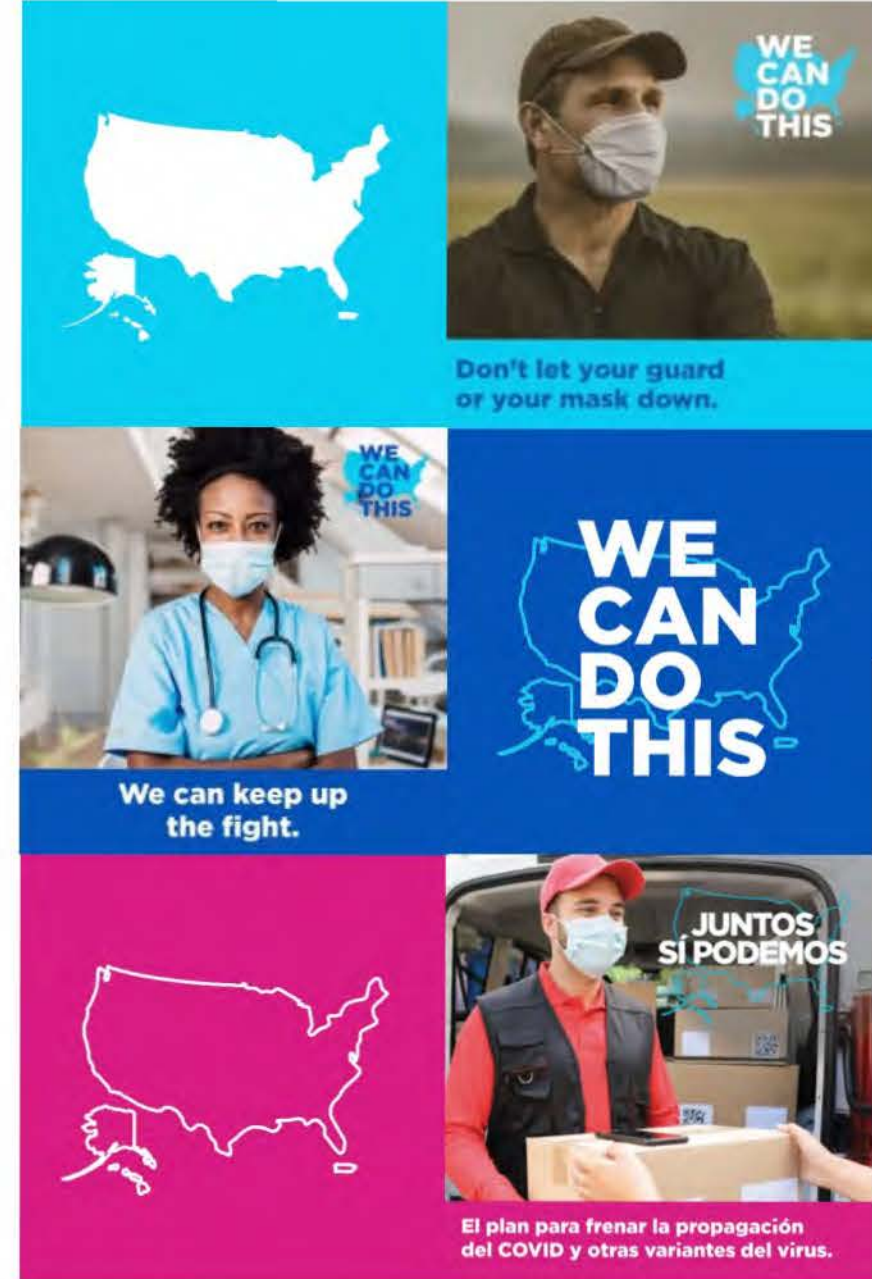


## Four Key Target Audiences

1. **Black Communities**  
**Hispanic Communities**  
**Conservatives**  
**Young people**

# Announcements This Week

Thursday, April 1 COVID-19 Community  
CorpPaid Media Campaign “We Can Do This”





# COVID-19 Community Corps: Trusted Messenger Efforts



# Trusted Partnerships Matter

## In-community messengers are essential for the most hesitant audiences

- Effectively deliver messages and strategies  
Validate the credibility of information  
Address mis- and disinformation  
Help create a feedback loop for addressing questions and concerns  
Bridge the gap between healthcare providers and patients  
Examples of trusted community messengers:



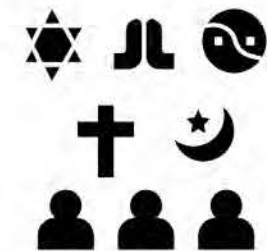
Community  
Health Workers



Pharmacists



Nurses



Faith Leaders

# COVID19 Community Corps (CCC)

COVID-19 Community Corps will be an effort to galvanize trusted messengers in local communities to encourage friends, family, and neighbors to get vaccinated. The program will be to provide toolkits and resources for Community Corps members to organize within their organizations, communities, and more to help build vaccine confidence throughout the country. Community Corps members will receive weekly updates on the latest scientific and medical updates, talking points about the vaccine, social media suggestions, infographics, factsheets with timely, accurate information, and tools on ways to help people get registered and vaccinated.





# COVID-19 Community Corps Plan

## Partners

- We have confirmed a variety of partners that are a part of the following categories: Medical Orgs (doctors, nurses, public health); Af-Am Leaders; Latino Leaders; Faith Leaders; Rural Groups; Community Leaders (kind of a catch all category like SEIU); Entertainment (Sports leagues, celebrities, athletes). Our partners will be trusted messengers and partake in programs led by CCC.

## Individuals

- Individuals will be able to sign up and participate in receiving the latest information through weekly emails, partake in virtual events, and be given the materials to be trusted messengers in their communities.

# The Ask to Partners

- Become an official member of the COVID-19 Community Corps  
Participate in Share the Mic virtual events: This will include using your social platform to uplift vaccine confidence with health workers like doctors, nurses, pediatricians, and more. There will be more official guidance on the program to come in the next few weeks. Collaborate and distribute Community Corps and We Can Do This Campaign content to your networks. We will provide weekly emails with information and toolkits. In the second wave of the program (May) develop and host events to sponsor/administer vaccines. In addition, participate in virtual events such as townhalls, panels, concerts, etc. More detail to come. We ask they commit to all asks but understand if they would like to sign on as just a community corps member.

# Our Partners Include

- American Public Health Association  
America Medical Association  
SEIU  
NAACP  
Civil Rights National PGA  
Tour  
NASCAR  
Faith in Action  
COVID Collaborative  
MLB

*We plan to have more than 100 partners signed up for our Thursday release!*



**Paid Media**



# Paid Media Campaigns

*Our paid media creative will be phased to match the expected supply and demand of the vaccine, as well as the information Americans are looking for. This will be tailored to fit specific audiences.*

## Slow the spread

Run March – April Target hardest-hit communities by cases and demographics Highlight new COVID-19 variants as a reason to continue wearing a mask, keeping distance, and getting vaccine in-turn Use radio, social, print, and digital (no TV component)

## Prepare the nation

Run March – July Target adults age 18+ actively searching for information on or curious about vaccine Answer top questions about the vaccines Run online-only in English and Spanish, through paid social, digital display, and search engine marketing

## Vaccination (Wave 1)

Run April – May Target seniors age 65+ across demographic groups, by 65+ population and hesitancy Build confidence and remind vaccine-ready individuals to get vaccinated Use all channels including TV, radio, print, out-of-home ads (e.g., billboards), social, and digital

# Ad Samples





# ■ Total Market



# Hispanic

**Headline:** Ni un paso atrás contra el COVID y otras variantes del virus.

*Not one step back against COVID and new forms of the virus.*

**Full post copy:** Vacúnate cuando sea tu turno. Sigue usando mascarillas, mantén 6 pies de distancia y evita multitudes para ayudar a frenar la propagación del COVID y de otras variantes del virus.

*When your turn comes, get vaccinated. Wear a mask, stay at least 6 feet away from other people, and avoid crowds to help slow the spread of COVID and new forms of the virus. Below Photo: Frenemos la propagación del COVID Let's slow the spread of COVID*



Education Campaign



# Black / African American



Let's take  
COVID  
down.

**WE  
CAN  
DO  
THIS**

[Learn More](#)



We can  
keep up  
the fight.

**WE  
CAN  
DO  
THIS**

[Learn More](#)



New forms  
of the virus?  
Oh, it's on.

**WE  
CAN  
DO  
THIS**

[Learn More](#)



# American Indian / Alaska Native

Headline: I continue to do my part for all our people. Full Post copy: I'm waiting my turn to get the vaccine, and I don't want to take any chances in the meantime. Wearing a well-fitted mask, avoiding crowds, and social distancing will help me stay safe against new forms of the virus. Mask up. Keep six feet apart. Get the vaccine when it's your turn. Learn more at [cdc.gov/coronavirus](https://cdc.gov/coronavirus)



# AAPI (Mandarin)

## English

### SourceHeadline:

New forms of  
the virus, same

**fight!** It's been a long year of change. And now, even COVID is changing—with new forms of the virus called variants that may spread more easily. But one thing is the same: our determination to help slow the spread of COVID. If we remain vigilant and continue what we've been doing—wearing masks, keeping 6 feet apart, and getting vaccinated when it's our turn—we can beat this virus together.

CTA: Learn more at  
[cdc.gov/coronavirus](https://cdc.gov/coronavirus) Disclaimer: Brought to you by the U.S.  
Department of Health and Human  
Services

## Chinese

### SimplifiedHeadline

:持续对抗 新变种病毒

Body: 这是漫长的一年，而现在就连COVID疫情也出现了变化，新的变种病毒可能更容易传播。然而所有人想要减缓COVID蔓延的决心，并没有改变。如果大家提高警觉，继续佩戴口罩、保持六英尺的社交距离，并在符合资格时都前往接种疫苗，我们就能携手战胜病毒。

CTA: 了解更多，请上  
[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Disclaimer: 以上资讯由HHS美国卫生及公众服务部提供。



## 持续对抗 新变种病毒

这是漫长的一年，而现在就连COVID疫情也出现了变化，新的变种病毒可能更容易传播。然而所有人想要减缓COVID蔓延的决心，并没有改变。如果大家提高警觉，继续佩戴口罩，保持六英尺的社交距离，并在符合资格时都前往接种疫苗，我们就能携手战胜病毒。

了解更多，请上 [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

抗击疫情  
我们做不到!

以上资讯由HHS美国卫生及公众服务部提供。



# Wave 1 Vaccination TV Ads



*Draft for Discussion Purposes Only/Pre-decisional*

HHS COVID-19 Public Education Campaign 20



# Launch Plan



# ■ Tick Tock

Wednesday, March 31 Final CCC toolkit is locked in and ready for Thursday morning send out Background Call with reporters TV Doctors Call for CCC launch Thursday, April 1 Embargo lifts Press release goes out VPOTUS event with Community Corps Members Potential Morning TV for Leaders + Community Corps

**Thank You**

