
From: [REDACTED]@fb.com]
Sent: 4/14/2021 6:14:25 PM
To: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov]; Rowe, Courtney M. EOP/WHO [REDACTED]@who.eop.gov]
Subject: Re: [EXTERNAL] Re: Connecting

Hey—I'm really sorry, I missed this ahead of the 11:00. We will definitely prioritize for future. And working on both immediate follow ups—running down question on Tucker and working on getting you report by end of week.

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From: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>
Sent: Wednesday, April 14, 2021 10:50 AM
To: [REDACTED]; Rowe, Courtney M. EOP/WHO
Subject: RE: [EXTERNAL] Re: Connecting

[REDACTED]—Given the briefing at 11 and Andy's interest in joining, I am wondering if it might be good to consider pushing back. If we were to do that, would anything between noon and 1:30 work? If not, we can proceed and folks can join as they get free.

From: [REDACTED]@fb.com>
Sent: Wednesday, April 14, 2021 10:15 AM
To: Rowe, Courtney M. EOP/WHO [REDACTED]@who.eop.gov>; Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Connecting

Great thanks—Courtney we will follow up on anything that comes out of the 11:00.

From: Rowe, Courtney M. EOP/WHO [REDACTED]@who.eop.gov>
Date: Wednesday, April 14, 2021 at 10:12 AM
To: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>, [REDACTED]@fb.com>
Subject: RE: [EXTERNAL] Re: Connecting

We have our press briefing this morning at 11 so I won't be there.

Thanks for sending the stuff below. I just pinged CDC on the FAQ and we will share as soon as they have

From: Flaherty, Rob EOP/WHO
Sent: Wednesday, April 14, 2021 10:07 AM
To: [REDACTED]@fb.com>; Rowe, Courtney M. EOP/WHO [REDACTED]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Connecting

I will be there, yes.

From: [REDACTED]@fb.com>
Sent: Wednesday, April 14, 2021 10:04 AM
To: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>; Rowe, Courtney M. EOP/WHO [REDACTED]@who.eop.gov>
Subject: Re: [EXTERNAL] Re: Connecting

Just confirming with you both that 11:00 this morning still works? You should have calendar invites—Courtney I saw you were not on our invite but added you.

From: [REDACTED]@fb.com>

Date: Tuesday, April 13, 2021 at 11:29 PM

To: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>, Rowe, Courtney M. EOP/WHO [REDACTED]@who.eop.gov>

Subject: Re: [EXTERNAL] Re: Connecting

Hi Rob, Courtney,

Thanks for this quick response - it was super helpful in informing our overall strategy today. I have some responses in [blue](#) below. I'm looking forward to the meeting tomorrow and hoping we can spend some time responding to Rob's feedback from last week as well as further discussing the J&J news and how we can hopefully partner together.

Courtney - as we discussed, we also wanted to send over some examples of content we see on our platform that we remove (misinformation & harm) as well as content we take other actions on, but do not remove (vaccine hesitancy). I have included some examples at the bottom of this email and happy to set up time to talk through this more with you as well, if helpful.

Talk soon,
[REDACTED]

Some kind of thing that puts the news in context if folks have seen it (like your current "COVID news" panel) that has 3-4 pieces of info (eg: Adverse events are very rare – 6 cases out of nearly 7 million, the FDA and CDC are reviewing so it health care providers know how to treat any of the rare events, this does not affect pfizer or moderna, which vaccinate via a different mechanism). Happy to provide what those things should be. If the ultimate product pulls in social from others, we're happy to put something together there as well.

[Thanks very much for the suggestion -- we are consistently updating the news module to provide timely and relevant context to users, such as article\(s\) that provide context on the rarity of experiencing blood clots. We would love any suggestions you all would have on trends you're seeing.](#)

- CDC is working through an FAQ that we'd love to have amplified in whatever way possible – maybe through the COVID info panel.

[Thanks--we'll be on the lookout for the FAQ and can discuss tomorrow.](#)

- A commitment from you guys to make sure that a favorable review reaches as many people as the pause, either through hard product interventions or algorithmic amplification

[Would love to talk through this one a bit more. Our goal is to ensure that people have access to authoritative info about the vaccine. We're looking forward to talking more tomorrow about our approach to sharing authoritative info and what we've done today in support of that goal given the J&J announcement.](#)

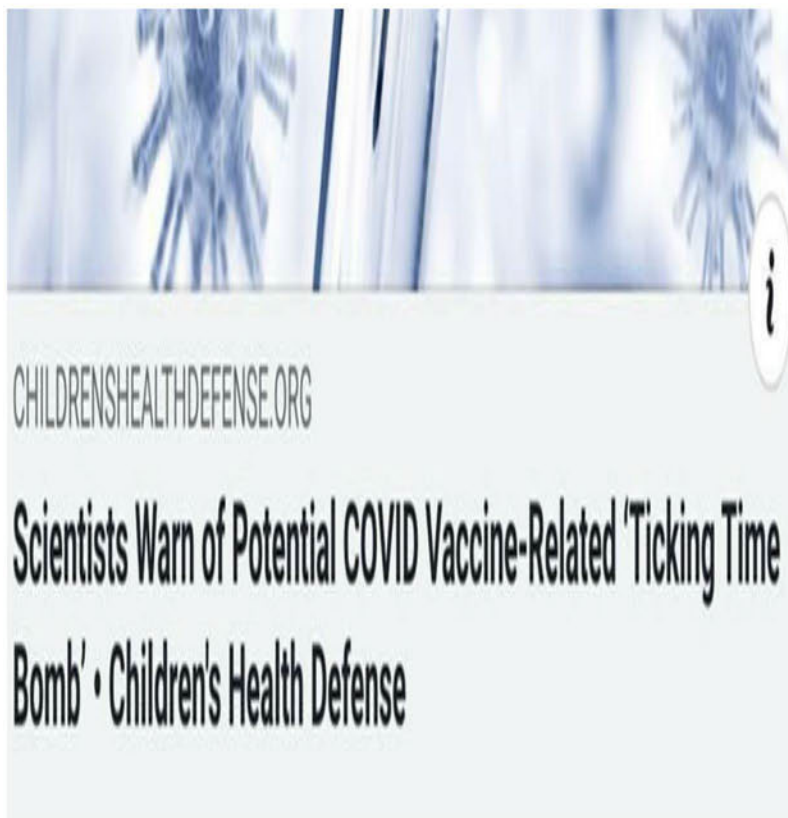
More broadly: we share [REDACTED] concern about knock-on effects and are curious to get a read from your CMU data about what you're seeing and with whom. Moreover, I want to make sure you have eyes on what might be spinning off the back end of this – that the news about J&J doesn't spin off misinformation. Would be great to get a 24 hour report-back on what behavior you're seeing.

[We will look to get you insights as soon as we have them. We are going to be watching to see how this plays out over the next couple of days. \[REDACTED\] is joining tomorrow and plans to share a couple things we are seeing emerge from the](#)

CMU survey and what we are going to be watching over the next few days. Also, we are proactively monitoring and seeing what themes emerge from content on-platform and happy to share out when we have stuff collected.

VACCINE HESITANCY EXAMPLES:


The following examples of content are those that do not violate our Misinformation and Harm policy, but may contribute to vaccine hesitancy or present a barrier to vaccination. This includes, for example, content that contains sensational or alarmist vaccine misrepresentation, disparaging others based on the choice to or to not vaccinate, true but shocking claims or personal anecdotes, or discussing the choice to vaccinate in terms of personal and civil liberties or concerns related to mistrust in institutions or individuals. We utilize a spectrum of levers for this kind of content that is both proportionate and also helps our users make informed decisions. Actions may include reducing the posts' distribution, not suggesting the posts to users, limiting their discoverability in Search, and applying Inform Labels and/or reshare friction to the posts. Depending on the category of content, we scale our interventions to have the highest public health impact, while understanding that healthy debate and expression is important.






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Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense



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Examples of Content Removed for Violating our Misinformation & Harm Policy

The following are examples of posts we have removed for violation of our Misinformation & Harm Policy.



CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense



CHILDRENSHEALTHDEFENSE.ORG

Scientists Warn of Potential COVID Vaccine-Related 'Ticking Time Bomb' • Children's Health Defense



From: Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>
Date: Tuesday, April 13, 2021 at 1:33 PM
To: [REDACTED]@fb.com>, Rowe, Courtney M. EOP/WHO <[REDACTED]@who.eop.gov>
Subject: RE: [EXTERNAL] Re: Connecting

Hi [REDACTED]--

Thanks for reaching out. Andy might reply to [REDACTED] separately, but here's some thoughts .

I'm putting our public messaging below, which will be updated and we'll be sure to send to you.

But generally, I think some combo of the following would be helpful:

- Some kind of thing that puts the news in context if folks have seen it (like your current "COVID news" panel) that has 3-4 pieces of info (eg: Adverse events are very rare – 6 cases out of nearly 7 million, the FDA and CDC are reviewing so it health care providers know how to treat any of the rare events, this does not affect pfzier or moderna, which vaccinate via a different mechanism). Happy to provide what those things should be. If the ultimate product pulls in social from others, we're happy to put something together there as well.

- CDC is working through an FAQ that we'd love to have amplified in whatever way possible – maybe through the COVID info panel.
- A commitment from you guys to make sure that a favorable review reaches as many people as the pause, either through hard product interventions or algorithmic amplification

More broadly: we share [REDACTED] concern about knock-on effects and are curious to get a read from your CMU data about what you're seeing and with whom. Moreover, I want to make sure you have eyes on what might be spinning off the back end of this – that the news about J&J doesn't spin off misinformation. Would be great to get a 24 hour report-back on what behavior you're seeing.

Message below, and thanks

-Rob

As of April 12, nearly 7 million J&J doses have been administered. CDC and FDA are investigating 6 cases of an extremely rare type of blood clot in individuals after receiving the J&J vaccine. [As CDC and FDA noted in their statement](#), right now these adverse events appear to be extremely rare. Out of an abundance of caution as they review these rare cases, CDC and FDA are recommending vaccine providers pause on administering the J&J vaccine. [As FDA noted this morning](#), they hope to review this quickly over the next few days. This pause is important so health care providers know how to treat any individuals who may experience these rare events.

This announcement will not have a significant impact on our vaccination plan: J&J vaccine makes up less than 5 percent of the recorded shots in arms in the United States to date. Based on actions taken by the President earlier this year, the U.S. has secured enough Pfizer and Moderna doses for 300 million Americans. You can read the full statement from White House COVID-19 Response Coordinator Jeff Zients on the impact on supply [here](#).

We will be back in touch soon to share additional resources and messaging on this issue, as well as our broader efforts to advance vaccine confidence and protect America's health.

From: [REDACTED]@fb.com>
Sent: Tuesday, April 13, 2021 12:21 PM
To: Rowe, Courtney M. EOP/WHO [REDACTED]@who.eop.gov>; Flaherty, Rob EOP/WHO [REDACTED]@who.eop.gov>
Subject: FW: [EXTERNAL] Re: Connecting

Courtney and Rob—making sure you also receive this message—we want to get ahead of this but also want to make sure we are amplifying the right messages. Let us know if helpful to connect quickly today?

From: [REDACTED]@fb.com>
Date: Tuesday, April 13, 2021 at 12:18 PM
To: Slavitt, Andrew M. EOP/WHO [REDACTED]@who.eop.gov>
Cc: [REDACTED]@fb.com>
Subject: Re: [EXTERNAL] Re: Connecting

Hi Andy

Hope this finds you well?

Re the J+J news, we're keen to amplify any messaging you want us to project about what this means for people - it obviously has the risk of exacerbating vaccine hesitancy, so we're keen to get ahead of the knock-on effect. Don't hesitate to tell me - or via your teams - how we can help to provide clarity/reassurance via Facebook.

All v best

