Re: Alliance for Advancing Health Online

aschneider@usaid.gov Anton Schneider Friday, June 18, 2021 at 10:50:13 AM Eastern Daylight Time
To: jmachleder@usaid.gov Joshua Machleder
Cc: kgarrison@usaid.gov Kama Garrison, akaplan@usaid.gov Adam Kaplan, smaguire@usaid.gov Shannon Maguire, dparzik@usaid.gov Diana Parzik, amalessa@usaid.gov Amy Malessa, mmcnulty@usaid.gov Michael McNulty

Thanks so much, Josh; we'll circulate. This does look like an interesting and potentially valuable opportunity. By the way, we (though our Breakthrough partner) are collaborating with BMGF and its partner Saatchi in Nigeria to use social media to strengthen vaccine confidence among health workers. We believe that the FB platform will be an important part of this initiative, along with digital analytics firm, Upswell.

All the best,

Anton

Anton Schneider
Senior SBC Advisor| Office of Infectious Disease
aschneider@usaid.gov |
[redacted]
USAID Contractor
GHSI-III - CAMRIS International, Inc.

On Tue, Jun 15, 2021 at 5:18 PM Joshua Machleder <jmachleder@usaid.gov> wrote:
Hi Anton, Kama,

We've been having some talks with Facebook recently. They just reached out to us with this opportunity of theirs (and others) below (a fund that will provide grants to researchers and organizations for projects that explore how to use social media and digital platforms to build confidence in and drive uptake of vaccines). Would you be able to share within your networks? It looks like an important and worthy initiative.

Best, Josh

---------- Forwarded message ---------
From: **Payton Iheme** <[redacted]@fb.com>
Date: Tue, Jun 15, 2021 at 4:41 PM
Subject: Alliance for Advancing Health Online
To: jmachleder@usaid.gov <jmachleder@usaid.gov>, amalessa@usaid.gov <amalessa@usaid.gov>, akaplan@usaid.gov <akaplan@usaid.gov>, dparzik@usaid.gov <dparzik@usaid.gov>, smaguire@usaid.gov <smaguire@usaid.gov>, bvogt@usaid.gov <bvogt@usaid.gov>, mmcnulty@usaid.gov <mmcnulty@usaid.gov>
Cc: Nisha Deolalikar <[redacted]@fb.com>, Molly Abbruzzese <[redacted]@fb.com>, Carrie Adams <[redacted]@fb.com>, Julia Eisman <[redacted]@fb.com>, Kevin Wysocki <[redacted]@fb.com>

Hi Josh, Amy, Diana, Shannon, Brian, and Michael,

We wanted to let you know about a new initiative — the Alliance for Advancing Health Online — that Facebook launched last week along with partners at Merck, the World Health Organization, the World Bank, the MIT Initiative on the Digital Economy, Sabin Vaccine Institute, CDC Foundation, the Bay Area Global Health Alliance, and the Vaccine Confidence Project at the London School of Hygiene and Tropical Medicine. Facebook and Merck are contributing $40M to the initiative, which is focused on advancing public understanding of how social media and behavioral sciences can be leveraged to improve the health of communities around the world.

As our first activity together, Alliance partners launched a new Fund that will provide grants to researchers and organizations for projects that explore how to use social media and digital platforms to build confidence in and drive

uptake of vaccines. We'd be grateful for any help you can provide in disseminating the RFP with your network, as we are eager to attract a broad and diverse range of proposals.

We are especially excited about this effort because it builds on some of our campaigns with partners to-date — more information is available here. We and the Alliance partners are also excited about opportunities to expand this work further, so would welcome the opportunity for further conversation to discuss synergies with your efforts.

** I am copying in Nisha and Molly from our health partnerships team who are leading this initiative and can join a follow-up conversation if desired.

Best,

Payton and team



Payton Iheme

U.S. Public Policy

Facebook

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Josh Machleder (*he / him/ his*)
Senior Media and Internet Freedom Advisor
USAID | Center of Excellence on Democracy, Human Rights and Governance
Office: [redacted]
Email:jmachleder@usaid.gov

Please consider the environment before printing this email.

Attachments:

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